



CALGARY

The Friendly City



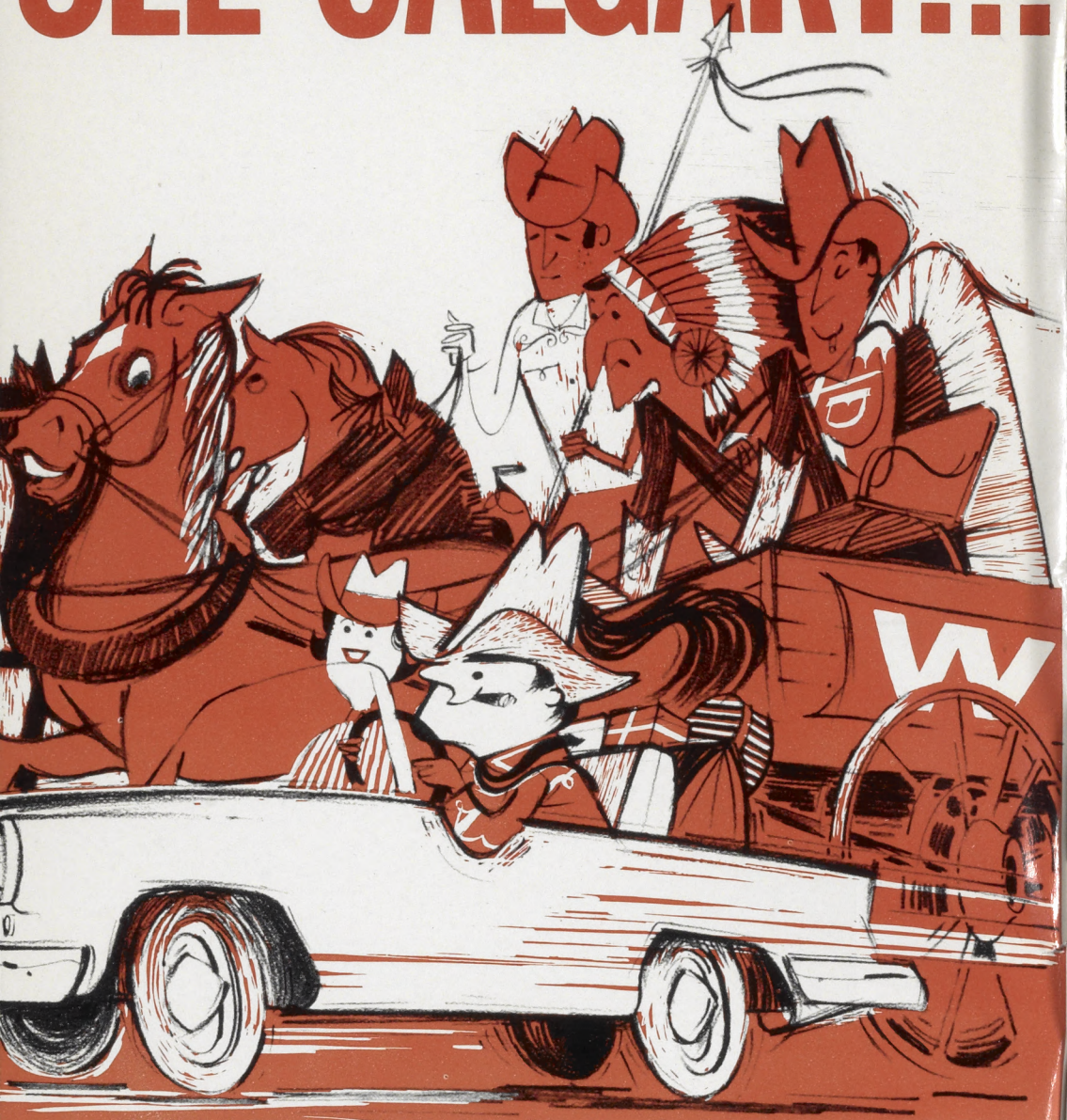
THE AWARD-WINNING VISITORS' GUIDE



Be sure to visit Canada's only inland aquarium, located in the beautiful Brewery Gardens. Another of the many attractions in colorful Calgary.



SEE CALGARY...



ON WHITE ROSE

TOTAL
GASOLINES



CANADIAN OIL COMPANIES, LIMITED

SEE THE
GREATEST OUTDOOR
SHOW ON EARTH
JULY 10-15, 1961
JULY 9-14, 1962



Calgary

EXHIBITION & STAMPEDE

AFTERNOON AND EVENING PERFORMANCES DAILY . . .

EVERY AFTERNOON in front of the Grandstand . . . World Championship Cowboy Contests featuring the top names of the Rodeo World. Over three hours of outstanding entertainment. Horse Races with pari-mutuel betting.

EVERY EVENING in front of the Grandstand . . . World famous Chuckwagon Races, eight races with four wagons to a race . . . followed by a star studded stage extravaganza . . . climaxed by a brilliant fireworks display.

- ★ RACING, daily, with pari-mutuel betting—starts July 7th—2 days in advance of Stampede Week.
- ★ INTERNATIONAL LIVESTOCK SHOW.
- ★ INDIAN VILLAGE.

- ★ INDUSTRIAL and AGRICULTURAL EXHIBITIONS.
- ★ ART and PHOTO SALONS.
- ★ GIANT MIDWAY.

FOR FREE COLORFUL BROCHURES WRITE:

CALGARY EXHIBITION & STAMPEDE LTD.

Mervyn A. Dutton, CALGARY, ALBERTA, CANADA Maurice E. Hartnett,
President Gen. Manager



**NEW FEATURES
NEW THRILLS --**

**AND STILL THE BIGGEST VALUE
FOR YOUR ENTERTAINMENT DOLLAR!**

CALGARY VISITORS' GUIDE

Published Annually by

THE CALGARY TOURIST & CONVENTION ASSOCIATION

HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Manager

A public service project of the Calgary Tourist & Convention Association and its business members shown in the listings and advertising pages, this book is designed as an informative guide for visitors to our city.

Circulation: 25,000

Volume 2

March, 1961

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EATON'S

shops the world
for you



It takes a regiment of buyers,
thousands of miles travelled
every year, and a network of
buying offices . . . to bring you
the tremendous assortment you
always find at EATON'S.

THE WORLD'S AT YOUR FINGERTIPS WHEN YOU SHOP AT EATON'S . . .

EATON'S in Calgary, located on
8th Avenue between 3rd and 4th Streets
South West, offers these facilities for your
convenience:

- Carpark — five levels of modern parking,
at 7th Avenue and 4th Street S.W.,
connected to the store by underpass
- Valley Room Cafeteria, Fourth Floor
- Beauty Shops, Third Floor
- Post Office, Second Floor

Of especial interest to visitors is our
fine stock of:

- English Bone China, Imported
Glassware
- Fine Furs, English Woollens,
Imported Fashions
- Trapper Point Wool Blankets
- English Leather Goods

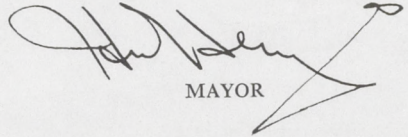
WELCOME TO EATON'S — CANADA'S LARGEST RETAIL ORGANIZATION



YOU ARE WELCOME GUESTS

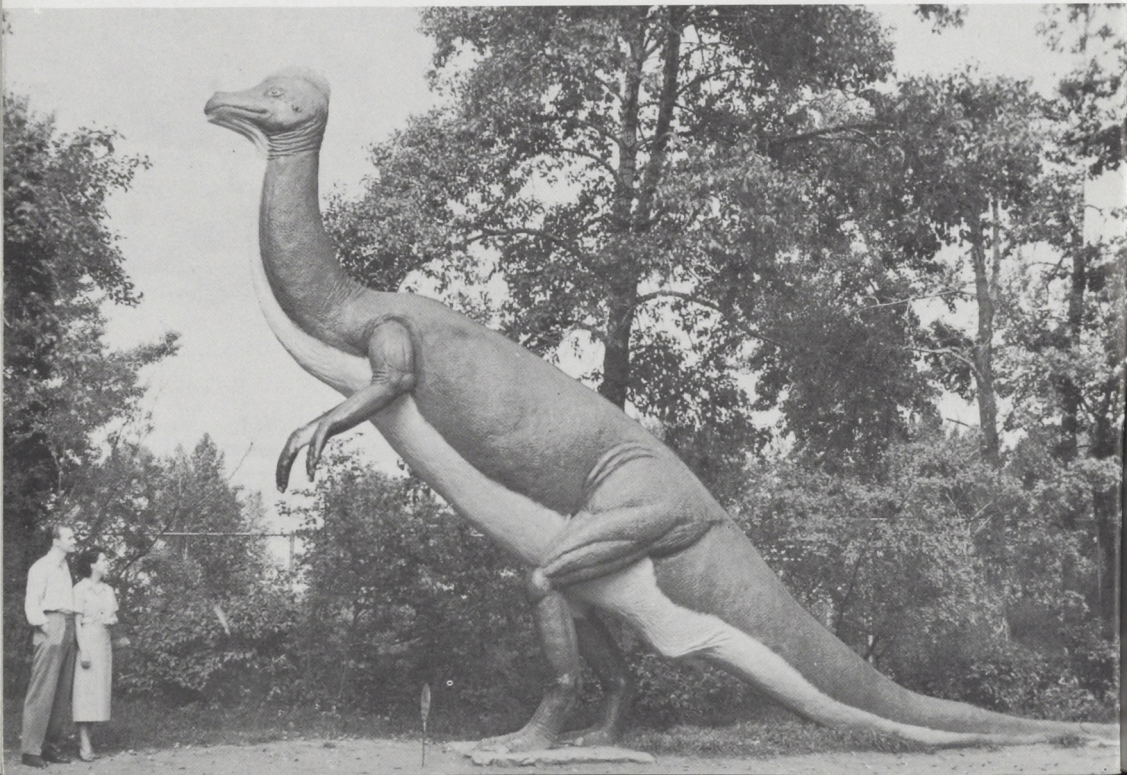
May I, on behalf of The City of Calgary, wish all Travellers and Visitors a Happy Holiday while in our midst.

Do enjoy your stay and come again.



MAYOR

Scene From Calgary's Dinosaur Park



Hello there! I thought you'd like some tips from a personal shopper. You'll find I've noted below some of Calgary's finest specialty shops. Don't hesitate to call me at AMherst 3-3722 for further information. I'll be happy to shop for you personally, gift wrap and mail should you so require.



GIFT GUIDE and SHOPPING SERVICE

DORA BRODRICK
718 - 5th ST. S.W.



Here's an idea for something different. Jewelry — for men or women — made of dinosaur bones — polished naturally! Dinosaurs are very much a part of the Calgary scene, and you can buy this jewelry at *Creative Crafts*, 718 - Fifth Street S.W. This store has a unique collection of Alberta handcrafts including gemstones, tooled leather and Bow River driftwood.

You're sure to make a hit when you come home in a tailored English suit! The *English Shop* imports these high-styled items direct from the Old Country, together with coats, sweaters and a full line of accessories. I can promise you that you'll love their line of Chesterbarry, Liberty Silks and Braemar Cashmeres. Look in at 138 Eighth Avenue S.E.



One of Calgary's interesting shops is *Lyntoque*, located in "the Bay" Parkade on Seventh Avenue. They specialize in Scandinavian imports, and you'll find the most unusual items there. They have some exquisite little salts and peppers, by the way, and this might be the answer to your gift problem. Everything you see there is the ultimate in contemporary home furnishings.

One of the most companionable souvenirs of your holiday is a book about the places you've visited. *Evelyn De Mille's* bookshop at 616 Third Street West, has an excellent collection of local travel books and anthologies of Alberta. I find this shop about the best place to buy maps and calendars of the Calgary area, so if you're looking for a "different" gift, shop here.



How about something really Western? A visit to *Riley & McCormick*, Calgary's pioneer leather goods store, will give you the opportunity to pick up an unusual gift. Almost anything in leather, including a specially large and attractive selection of handbags. They'll repair your luggage quickly and expertly — and perhaps you may find an additional piece in their stock at 332 - 7th Avenue S.W.



If you are a camera fan you probably have a film or two to be developed. I strongly suggest that you make a point of using the express service you'll find at *P.M.S. Camera Shops*. If you take your black and white or color films in today, they'll be ready for you at the same time tomorrow. Their main branch is at corner 8th Avenue and 4th Street S.W.



Everyone appreciates Irish Linen, and I know just the shop you should visit. You'll find everyone at the *Irish Linen Shop* is a specialist in this fabric. Believe me, it's the largest linen selection in Alberta, with everything from the tiniest hanky to those lovely large banquet cloths. They're conveniently located at 216 - Seventh Avenue S.W.



Want to surprise your hostess after you've gone? This is an idea many people have tried with great success. Go to *Ted Brookes Flowers and Selected Gifts International*, at 506 Eighth Avenue S.W. Choose your flowers or gift — give your instructions to the helpful sales person and write a card. They'll follow up your instructions, see your flowers are delivered. Simple!



WELCOME



To be a member of The Calgary Chamber of Commerce is a privilege in which any individual or organization may take pride. To have been a member of service to the community for more than two-thirds of a century is an even greater honor and we of The Calgary Chamber are fully cognizant of the opportunities we have enjoyed in the past and the possibilities for even greater service in the years that lie ahead. In this year, 1961, we are impressed by one important fact — that all through the years our citizens have remained remarkably young in spirit — which has enabled us to build up a tradition of Western hospitality in this City of the Foothills that is second to none. Since the early days of the west we have extended a warm welcome to the traveller.

We welcome YOU to Calgary and Alberta and trust that during your stay with us you will find that happy blend of open-handed hospitality passed on to us by the early rancher, and that once you have visited with us you will come back again and again. The adventure and excitement of new vistas are yours to unfold in this playground centre of Western Canada.

On behalf of the nearly 1,800 members of The Calgary Chamber of Commerce I extend a warm welcome to all those who are visiting in our midst.

Holland Cameron, President
THE CALGARY CHAMBER
OF COMMERCE

The Striking Mural at McCall Field Terminal



Georgian Terrace

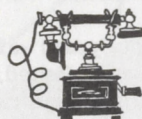


Enjoy Dining in the *Georgian Terrace*

Visitors will enjoy dining in the Georgian Terrace with the most unusual decor in Calgary, featuring delicious charcoal broiled steak and Kentucky Fried Chicken.

Dining Lounge
Licensed Lounge
Coffee Shop
Ample Parking
Air Conditioned

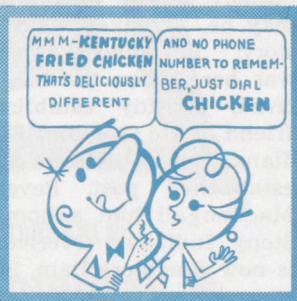
For Reservations



PHONE
CH 3-6965
or
CH 3-5292

BARNEY'S GEORGIAN TERRACE

Stampeder Hotel
3828 Macleod Trail



VISITORS dial **CHICKEN** C H 4 2 5 3 6

AND HAVE A PIPING HOT MEAL DELIVERED TO YOUR HOTEL
OR MOTEL (Terrific to eat while you're travelling, too!)

**Kentucky Fried
Chicken**
(A Complete Meal)
\$1.00

**Big Family Size
Bucket-o'-Chicken**
\$3.50

**Deep Fried
Jumbo Shrimp**
(A Complete Meal)
\$1.25

Fish 'N' Chips \$1.00
**Italian Style
Pizza From 50¢**

Barney - Calgary's master take-out chef with 6 locations

1426 - 17 Ave. S.W.
CH 4-2536

832A - 16 Ave. N.W.
AV 9-8200

336 - 9 Ave. N.E.
AM 3-1951

3828 - Macleod Trail
CH 2-6611

3717 - 17 Ave. S.W.
CH 2-2393

Barney's Newest Take-Out
Banff Ave., Banff

The Story of Calgary

Calgary was born in the summer of 1875. A contingent of the Royal North West Mounted Police set up camp near the confluence of the Bow and Elbow rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the R.N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the R.N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, Red-coated, military unit now famous around the world to bring peace and law to the new territory.

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By

the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric lights, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Thru the years, Calgary has continued to grow, now exceeds a quarter of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history — young but full of dignity.



CALGARY'S FINEST CHINESE CUISINE

302 CENTRE STREET
CALGARY, ALBERTA
PHONE AM 2-9219

**PLEASANT
ATMOSPHERE**

THE **Jade**
PALACE

**Genuine
Cantonese &
North American
Chinese Food**

Downtown Churches

Alliance Church

(Christian Missionary Alliance)
17 Ave. & 1 St. S.W.

Cathedral Church of the Redeemer

(Episcopal)
7 Ave. & 1 St. S.E.

Central United Church

(Union of Congregationalists,
Methodist and Presbyterian
Church in Canada)
7 Ave & 1 St. S.W.

Church of Christ

702 - 15 Ave. S.W.

**Church of Jesus Christ of Latter
Day Saints**

2021 - 17 Ave. S.W.

First Baptist Church

4 St. & 13 Ave. S. W.

First Church of Christ, Scientist

14 Ave. & 6 St. S.W.

First Church of the Nazarene

126 - 14 Ave. S.W.

House of Israel

18 Ave. & Centre St. South

Jehovah's Witnesses Kingdom Hall

1814 - 15 St. S.W.

Knox Presbyterian Church

1220 - 2 St. S. W.

Mount Calvary Lutheran Church

4 Ave. & 3 St. S.W.

Pentecostal Tabernacle

928 - 8 Ave. S.W.

Salvation Army Citadel

1 St. E. & 7 Ave.

St. Mary's Cathedral

(Roman Catholic)
18 Ave. & 1 St. S.W.

Seventh-Day Adventists

4 St. & 14 Ave. S.W.



TWENTY-FOUR HOUR SELF-SERVE ICE AVAILABLE AT THE FOLLOWING LOCATIONS:

Shell Service Station — 14th St. & Bowness Road

Shell Service Station — 9th Ave. & 10th St. S.E.

Shell Service Station — 38A Ave. & Macleod Trail

16th Ave. N.W. (Banff Trail) & 21st St.

17th Ave. & 11th St. S.W.

Chinook Shopping Centre, Macleod Trail

Crystal Clear, Hard Frozen Party

Ice also available at service stations

throughout the City where the red,

white and blue ice sign is displayed.



- Fine Jewellery
- Sterling Silver and Antiques
 - English Bone China
- Fine Leather Goods
 - Fashion Jewellery
- Exclusive Swiss Watches

BIRKS
JEWELLERS

25 BRANCHES IN 19 CITIES

Statistics at a Glance

Population Metropolitan (1960)	278,198		
Altitude	3,438 feet		
Area, corporate Calgary	75.8 Sq. Miles (48,512 acres)		
Annual precipitation	16.87 inches (5.02 snow)		
Frost free period (average)	110 days		
Sunshine (yearly average)	2192 hours		
Mean temperature (yearly average)	38.6 degrees		
Motor vehicles (1960)	108,659		
Bank clearings (1960)	\$7,123,609,475.00		
Building permits (1960)	\$68,918,044.00		
Number of churches	187		
Number of schools	114		
Livestock sales (1960)	\$95,967,095.00		
Hotels	30	Rooms	2703
Motels	47	Units	1,104



Mackenzie's

a Treasure Trove of...

- Fine English Bone China (Famous Factories)
- Fashion Jewellery (Famous Names)
- Imported Lead Crystal and Glassware
- Sterling Silver and Plated Flatware
- Quality Controlled Diamonds
- Modern Hostess Accessories
- Famous Name Watches
- Clocks



244 - 7th AVE. WEST - LOCATED IN THE BAY PARKADE



Clubs and Associations

Martinique Bridge Studio Club
817 - 7 Ave. S.W. AM 9-2061

S.P.E.B.S.Q.S.A.
421 - 12th Street N.W. AM 3-0781

Elks B.P.O.E. Club
112 - 7th Avenue S.W. AM 6-5510

Canadian Legion, BESL No. 1
116 - 7th Avenue S.W. AM 6-5388

Calgary Philatelic Society
Sam Nickle AM 9-1341

Calgary Coin Association
James C. L'Herault AM 3-3464

Calgary Bird Club
E. D. Beacham CH 9-5811

Calgary Fish & Game Ass'n.
Stan Henders CR 7-4929

Better Business Bureau
611B 7th Avenue S.W. AM 9-3905

Calgary Philharmonic Society
3rd Floor Hudson's Bay Co. AM 2-6984

Canadian Red Cross Society
1504 - 1st Street S.E. AM 6-6371

Junior League of Calgary
Mrs. R. M. Jefferies AL 5-0003

S.P.C.A.
35th Avenue & 5th St. N.E. CR 7-4097

Y.M.C.A.
322 - 6th Avenue S.W. AM 9-6701

Y.W.C.A.
223 - 12th Avenue S.W. AM 3-1550

Calgary Zoological Society
St. George's Island BR 3-2031

Alberta Hereford Association
1729 - 12th St. S.W. CH 4-1423

Climate

Calgary's invigorating climate offers moderate rainfall, dry air, light snowfall, moderately cold winters and "Chinook" winds. The latter is a dry westerly wind from the Pacific, which has been known to raise temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures, and reduces snow conditions appreciably.

Low humidity the year around moderates both warm and cold conditions. This provides cool evenings during the warm mid-summer periods. Most people describe Calgary temperature as "exhilarating."

With a yearly average of 6 hours sunshine a day, Calgary has rightfully earned the title — "The Sunshine City."

Shield Dining Lounge

TABLE d'HOTE
and
A LA CARTE MENUS

◆
200 Beautifully
Furnished Rooms
with TV and Radio
◆

Hotel Wales

709 - 2nd St. W. Ph. AM 6-1031

IN CALGARY
THE BEST LISTENING
IS ON RADIO 1

C F A C

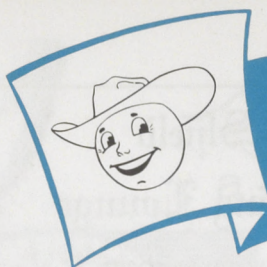
DIAL

960

THE RADIO CALGARY
FAMILIES PREFER -
AND SO WILL YOU !



"Dinny"



Points of Interest

Calgary has a wide variety of fascinating attractions and items of interest to offer. Whatever your personal interest may be, you can find it in the friendly foothills city.

Listed on the following pages are the many points of interest. We suggest you see them all, learn for yourself why Calgary has long been a highlight stop-over on enjoyable vacations.

For those who want to take their own car, "White Hatter" tour signs make it easy to find each attraction. As a further help in making the tour, a city map with the route clearly marked is available no charge at any information bureau. The maps are also yours for the asking at any business place displaying the yellow and brown membership sign of the Calgary Tourist and Convention Association.

Sightseeing tours run every day during summer months, with a choice of tours to choose from. Many visitors find it a pleasure to relax in a comfortable bus and let the driver point out each item of interest. Tour schedules and rates available at any information centre in the city. Bus leaves from the Greyhound depot at 7th Avenue and 1st Street West for each tour.

CALGARY EXHIBITION & STAMPEDE GROUNDS — Victoria Park

Home of the "Greatest Outdoor Show on Earth", the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, sheep, cattle and swine shows, horse racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

READER ROCK GARDENS — 25 Avenue and 2 Street S.E.

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

CALGARY STOCKYARDS — 21 Avenue at 12 Street S.E.

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Over 70 million dollars a year in stock passes through the Calgary Stockyards.

BREWERY GARDENS AND HATCHERY — 9 Avenue at 15 Street S.E.

Acres of smooth lawns, shady walks and colourful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera.

THE SOUTHERN ALBERTA JUBILEE AUDITORIUM 14 Avenue and 14 Street N.W.

A gift to the southern portion of the province by the Alberta Government, this magnificent auditorium is open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.



**Elbow Falls —
Just a short drive
from Calgary**



All tours leave
from
Greyhound Terminal
7 Ave. & 1st St. S.W.



Children
under 12
Half Fare.



Discover Calgary by Sightseeing Bus

... six wonderful lectured tours

- | | | |
|-----------------------------------------------------------------------------------|---------------|-------------------|
| 1. DELUXE TOUR | \$2.50 | 2 1/2 Hrs. |
| DAILY AT 9.30 A.M. AND 1.30 P.M. JUNE 1 TO SEPT. 20 | | |
| 2. GENERAL DRIVE | \$1.50 | 1 1/2 Hrs. |
| DAILY AT 10.30 A.M. AND 2.30 P.M. JUNE 1 TO SEPT. 20 | | |
| 3. AUDITORIUM TOUR | \$1.00 | 1 Hr. |
| DAILY AT 9.30 A.M. AND 1.30 P.M. JUNE 1 TO SEPT. 20 | | |
| 4. SPECIAL INTEREST TOUR | \$1.00 | 1 1/2 Hrs. |
| DAILY AT 4.15 P.M. JUNE 1 TO SEPT. 20 | | |
| 5. TWILIGHT "HIGHJINKS"
TOUR | \$2.50 | 2 1/2 Hrs. |
| DAILY EXCEPT SUNDAY 7.00 P.M. JUNE 1 TO SEPT. 20 | | |
| 6. "WHITE HATTER"
WINTER TOUR | \$2.50 | 2 1/2 Hrs. |
| DAILY AT 1.00 P.M. SEPT. 21 TO MAY 31
No Tour Christmas Day or New Year's Day. | | |

*For further information or details on
charter service call*

CALGARY GRAY LINE LIMITED

TERMINAL AM 2-2131

OFFICE AM 6-3820

Photo Crafts

CALGARY'S TOP CAMERA SHOP

710 - 3 St. S.W. AM 2-1011

Distributors of:

**KODAK, ANSCO, BOLEX, LEICA, ANOLO
AND OTHER MAKES**



Points of Interest

ST. GEORGE'S ISLAND — CALGARY ZOO AND NATURAL HISTORY PARK

Canada's largest, with over 1,000 live exhibits in the Zoo section. Children will especially enjoy every minute of a trip to the Island. A special kiddies' section, under supervision of several "Zooperintendants", gives the youngsters a chance to meet young ones of the animal world face to face. Sir Ants-a-lot, the anteater, "Sweet Pea" the pet skunk, Giro the baby elephant, and many others are a constant delight to children. A miniature train and other mechanical rides are operated during the summer months.

From the tropical house with its large exhibit of birds to the three-eyed Tuatara, from the towering moose to the diminutive canaries, there is an exciting adventure awaiting the whole family at the Calgary Zoo.



WELCOME VISITORS . . .

ENJOY YOUR VISIT

DROP IN AND SEE US

Your Hostess: Mrs. M. Snow

PIG and WHISTLE COFFEE SHOP

A STEP EAST OF CENTRE

111A Eighth Avenue East
(Downstairs)

Phone AM 6-6457

**WE SERVE THE
"CHAMPAGNE OF COFFEES"
TRY A CUP**

Unique in the world, the natural history park features 50 authentically re-created prehistoric monsters. From the 120 ton "Dinny" to the tiny dawn horse, the models have been faithfully reproduced by artist John Kanerva. Two fossil houses offer a complete dinosaur skeleton and many other interesting exhibits dating back many millions of years.

BOWNESS PARK — Bowness

Just seven miles from the city limits, this is real family playground area. Swimming, canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART — 16 Avenue and 9 Street N.W.

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many class rooms and shops spread around the campus. Visitors are always welcome at this training institute.

Brewery Gardens



Points of Interest

VIEW POINTS

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

Britannia Drive — In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the Rockies. Follow Elbow Drive south to Britannia District, let the "White Hatter" tour signs lead you through the district to this distinctive view point.

Crescent Road View Point — Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre Street

ROSE ROOM

RESTAURANT



A Small Place —

With Quality Food

ACROSS FROM THE BAY

221 - 8th AVE. W. — AM 9-2720

Open 7 a.m. to 1 a.m. Daily

Meet His Highness KING LOBSTER



Pick him out of his Private Sea
and be royally entertained in the

CARIBBEAN DINING ROOM

Gay CALYPSO LOUNGE Fully Licensed

Beacon Hotel

DINNER DANCING — Fri. and Sat. Evening

PHONE CR 7-4124

16 AVE & CENTRE ST. N.

Spacious Parking

North to 7 Avenue N.W., turn left, and the "White Hatter" tour signs will lead you to this wonderful view point.

Spruce Cliff View Point — Here is a truly breath-taking view. To your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the left, the downtown skyline. Drive west on 17 Avenue W. to 33 Street W. and follow the "White Hatter".

Broadcast House — The entire city is yours in the sweeping view from the picture windows. Visitors always welcome. Just follow 11 Avenue West to 53 Street.

BARNEY'S SERVICE

27 AVE. & CENTRE ST. N., CALGARY, ALBERTA

Phone CR. 7-1778

"The Home of Personal Service"

7 A.M. — 11 P.M.



Points of Interest

BURNS MEMORIAL GARDENS —

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 9A Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 9 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

RESIDENTIAL AREAS

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

DOWNTOWN CALGARY

The heart of Canada's Oil Capital, downtown Calgary offers the ultimate in modern centres. Massive department stores, fine restaurants and cocktail lounges, specialty stores of every kind. Shopping in Calgary is a pleasure, with every variety of goods to choose from, and priced by competition at fair value. Note the many modern office buildings that give Calgary such an impressive skyline.

NO GUESSWORK HERE

GAUGES — CHARTS — JIGS — AIR TOOLS

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the Meadow motel

7012 MACLEOD TRAIL

11 Units — TV — A.A.A. Approved

Owner operated — Iva Johnston

TELEPHONE AL 5-7101



Points of Interest

BREWERY AQUARIUM — 9 Avenue and 15 Street S.E.

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank. One of the finest trout displays, featuring every variety of the popular game fish, joins sea turtles, reptiles, the fierce piranha fish and a host of others to make a visit to the aquarium a high light of your tour. No charge at all.

CALGARY SHOPPING CENTRE — 16 Avenue, between 14 Street and 17 Street N.W.

Second largest in Canada, with dozens of stores and shops, parking for 3,000 cars, this is a complete

one-stop shopping centre. Superb specialty shops, modern beauty shops, department stores, supermarkets and restaurants combine to make this worth a visit.

McMAHON STADIUM —

Just completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Alberta, Calgary, now under construction. See the many modern University buildings just north of the stadium.

RILEY PARK — Between 9A and 12 Street N.W. at 5 Avenue N.W.

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

“HOWDY FOLKS!”

WELCOME TO CALGARY — STAY A LONG TIME



JENKINS

34 FOOD STORES TO SERVE YOU!



Points of Interest

McCALL FIELD AND TERMINAL — Airport Road

The only Canadian terminal currently offering roomettes, cocktails, nightly entertainment and every modern facility. Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent.

CENTRAL PARK — South of 12 Avenue W. between 3 & 4 Street W.

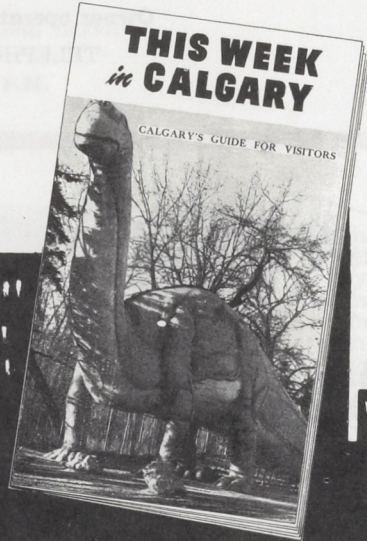
A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park. The main branch of the Calgary Public Library is located at the east end of Central Park.

FREE TO VISITORS . . .

Ask for a copy of **THIS WEEK IN CALGARY** — free to the guests of Calgary's leading hotels or motels. Current information on entertainment, restaurants, shops and services.

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An advertising medium serving the travelling public — available to the businessman the year around. Published weekly since 1955. For information phone AM 6-4150 or write 634A - 17th Avenue S.W., Calgary, Alberta.



SERVING CALGARY'S VISITORS



Points of Interest

ALLIED ART CENTRE — 9 Avenue at 8 Street S.W.

The cultural centre of Southern Alberta, the Allied Art Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, with permanent displays of model trains, paintings and Indian art. No charge except for special events.

INGLEWOOD BIRD SANCTUARY — 9 Avenue & River

A year-round haven for waterfowl. Warm springs that keep water temperature at 40 degrees or higher all year provide open water even in the coldest weather. Simply follow 9 Avenue East as far as the river, follow the signs to this interesting birdland.



Three-eyed Tuatara at Calgary Zoo

Chicken on the Way

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Three Convenient Locations

14th Street and Kensington Road, Ph. AT 3-5545

6511 Elbow Drive, Ph. AL. 5-5292

1207A - 1st Street S.W., Phone. AM 3-0835



JUST \$1.00 BUYS



**FRIED HALF CHICKEN
CHIPS, 2 CORN FRITTERS
AND DINNER BUN**

At the Above Locations

Try Our Economy Pac
16 Pieces of Chicken
\$3.25

Half Pac \$2.00

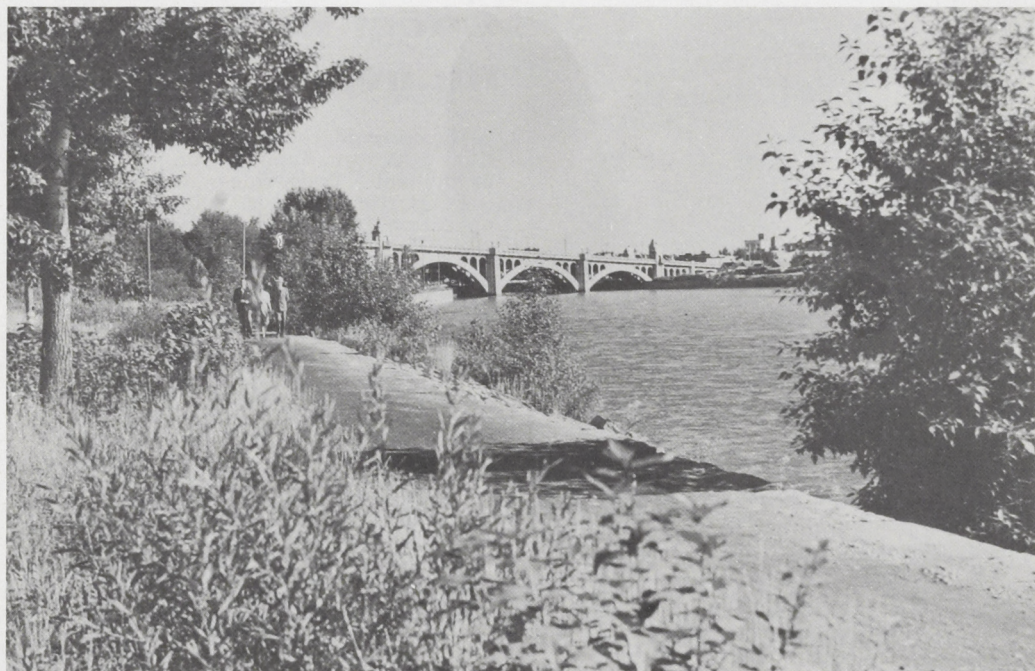
Coffee Bar and Dining Service at Kensington Road location

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FRIED JUMBO SHRIMPS

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Phone: CH 3-4929

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Guest ranches in Calgary area offer you every type of true western enjoyment. Trail rides, daily outings, participation in actual ranch operations or just enjoying the big sky.

For those who want only a brisk canter or an afternoon in the sun seeing the country from horse-back, there are several riding academies within a few minutes drive of the city.

A guest ranch with all the charm of the west can be found just off No. 1 Highway at Seebe, about 40 miles from Calgary on the road to Banff. Look for the gate sign reading RAFTER SIX RANCH.

For kids only, nestled deep in Ghost Valley, there's the 2 D BAR HOLIDAY RANCH. Let your children have the vacation of their life. See ad above, or phone CH 3-4929.

Write or call Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary, for brochures, locations, rates, etc.



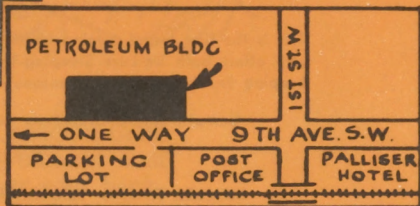
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CHARCOALED TO SUIT
YOUR INDIVIDUAL TASTE**

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ALBERTA BEEF**

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LICENSED DINING LOUNGE  **and PUMP ROOM LOUNGE**



The Mammoth Stampede Grounds

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39 UNITS

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Complimentary Breakfasts served in sleeping units 7:30 a.m. to 9 a.m.

FREE TV — ICE CUBES

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103 - 24th ST. N.W., CALGARY, ALBERTA, TEL: ATlas 3-0777

Service Clubs

ACTIVE CLUB

6:30 Alternate Friday
Carolina Restaurant
Bill Cunningham, President
AM 6-7021

AD & SALES CLUB

12:15 Alternate Thursdays
Palliser Hotel
Dick Trigillus, President, AM 6-3026

B'NAI B'RITH

8:30 1st and 3rd Tuesdays
House of Israel
A. A. Frankel, President BR 3-4981

COSMOPOLITAN CLUB

6:15 Monday
Carolina Restaurant
Harry Hambly, President CR 7-1569

GYRO CLUB

12:15 Wednesday
Palliser Hotel
Walter Smith, President AM 9-6061

JAYCEES

5:30 Alternate Monday
Stampeder Hotel
Bob Erb, President AM 9-6131

KINSMEN'S CLUB

6:30 Alternate Thursdays
Al San Club
Dr. A. D. Sparrow, President
AM 3-8455

KIWANIS CLUB (Downtown)

12:15 Monday
Palliser Hotel
J. Harold Brandeth, President
AM 9-8261

KIWANIS CLUBS (Six Others)

For information call secretary
Mrs. Helen Rogerson AM 2-2900

TOASTMISTRESS

CORONET CLUB

ALLIED ART CENTRE

Mrs. F. J. Marsh, President
CH 9-3200

Y's MEN'S CLUB

6:15 Tuesdays
Y.M.C.A.
Bob Milne, President AM 9-1341

QUOTA CLUB

1st and 3rd Tuesday
Mr. Harvey Shaw, President
AM 2-4547

KNIGHTS OF THE ROUND TABLE

12:15 Tuesday
York Hotel
Dr. F. W. Hanley, President
AM 6-3789

LIONS CLUB (Downtown)

12:15 Wednesday
Palliser Hotel
Joe Collett, President AM 2-4274

LIONS CLUB (Six Others)

For information call secretary
D. Anderson AM 2-4274

NATIONAL SALES EXECUTIVES

6:00 Second Monday
Professional Club
George Hill, President AM 3-2170

ROTARY CLUB (Downtown)

12:15 Tuesday
Palliser Hotel
Chas. Pinnell, President
For information call secretary
Miss Helen Terry AM 6-3349

ROTARY CLUB (Manchester)

12:15 Thursday
Fort Calgary House
Peter Harrison, President
BR 3-5661
For information call secretary
Mrs. D. C. Howland CH 4-3378

SOROPTIMIST CLUB

For information call AM 6-2316

OPTIMIST CLUB (Downtown)

12:15 Thursday
Harris Skyrooms
Bill Cummer, President CH 3-2771
OPTIMIST CLUB (Three Others)
For information call AM 3-7880

TOASTMASTERS

SHAGNAPI-60 CLUB

6:00 Tuesday
Professional Club
Bill Halstead, President AM 9-6701

TOASTMASTERS CLUB

(Five Others)
For information call
Dr. A. D. Jenkins AM 2-9022

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Main Branch

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Fourteen

Branches

In Calgary

To Serve

You Better.



Currency Exchange

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is in

a favorable position on world exchanges, usually rates a small premium on other monies. To get the exact exchange rate, visitors are urged to visit the nearest branch of the banks listed below. You can be sure of courtesy and prompt attention to your exchange problems.

Canadian Bank of Commerce
309 - 8 Ave. S.W. AM. 6-7251

Imperial Bank of Canada
102 - 8 Ave. S.E. AM. 2-1136

Bank of Montreal
140 - 8 Ave. S.W. AM. 6-8701

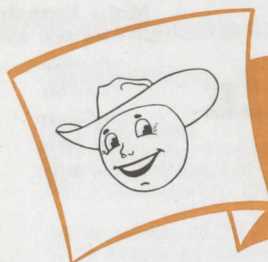
Royal Bank of Canada
4 St. & 8 Ave. S.W. AM. 6-8751

Bank of Nova Scotia
125 - 8 Ave. S.W. AM. 2-9566

Toronto-Dominion Bank
114 - 8 Ave. S.W. AM. 9-5541



Scenes like this await your camera everywhere



Photography in Calgary

Calgary offers a wide variety of interesting subjects for the camera enthusiast. For movie fans, titling boards can be found at any of the four Calgary Tourist & Convention Association information centres as you begin your footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking. Many viewpoints (see Points of Interest) for panoramic shots can be found on both north and south hills. Colorful parks make excellent background for family scenes.

The massive dinosaurs at the natural history park are favorites of every one, as are the many live exhibits at the Zoo. The 5934 locomotive also provides unusual shots of your party.

Bowness Park, with the lazy lagoons and many other attractions, is another popular camera subject. Brewery Gardens and Trout hatchery is an old favorite with visitors.

Massive oil refineries and other industrial plants make excellent color shots at night. The Calgary Stampede, of course, is tailor-made for either superb action shots, or colorful stills.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

For films, accessories, helpful suggestions, or anything in the field of photography, we heartily recommend —

Isis Camera Shop Ltd. — 1112 First St. W., Phone AM. 2-2651.

Mathieson Photo Service — 611 Centre St. S., Phone AM. 3-2561.

Photocrafts — 710 - 3 St. W., phone AM. 2-1011

SPECIAL NOTE TO USERS OF KODACHROME COLOR FILM

Kodachrome Color Film, when purchased in United States, does not include free processing in the purchase price. In Canada free processing is included when the film is purchased. The film will be processed no charge at any processing plant in Canada, and will be honored at any Kodak processing plant in the United States.

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for finest film finishing

SELECT



DEALERS

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**ALL COLOR
BLACK 'N' WHITE**

A SNAP DECISION

YOU'LL NEVER REGRET



SEE IT OFTEN

A WELCOME TO ALBERTA

by Kerry Wood

Reprinted by Courtesy of the

MOTOR COURTS & RESORTS ASSOCIATION OF ALBERTA

You are following the trails of Anthony Henday, Alberta's first tourist. He came a thousand miles from Hudson's Bay to see what Cree Indians called "The Shining Mountains". After spending the 1754-5 winter in a buffalo skin teepee near the present town of Rocky Mountain House, Henday returned to his fur company employers with a journal full of praise for this lovely land.

It's worth praising, too. Look at the rolling prairies, so scenic from Lethbridge to High River and on to the hospitable, Stampede city of Calgary. Visit the flat lands near flower-bedecked Medicine Hat and watch sunrises burst in golden glory over that splendid nature's freak called The Cypress Hills. See the fantastic Badlands, where giant Thunder Lizards, or dinosaurs, roamed a hundred million years ago and left brown bones for us to find today. Parklands start at beautiful Red Deer, the parklands being poplar, birch, and spruce tree country that extends far beyond our teeming Gateway to the North, Alberta's capital city of Edmonton. Veer westward to the foothills; Gitchee Manitou spreads a leafy cloak of many colors there every Autumn at blueberry time. Then you must see the Shining Mountains — the radiant vista of Banff and Jasper and the haunting Waterton Park.

But it isn't all scenery. 90,000 farmers and ranchers raise tremendous crops of grain and vast herds of cattle in Alberta. Industry is booming, mines and forests and construction support many workers, while under the black loam there is oil. Oil is our new wealth, though its presence was suspected back in fur-trade times. A pioneer named Kootenai Brown swapped a pony to an Indian for drilling rights, then dug a 100 foot hole and cursed his luck when he didn't get a gusher!

If you want fish to gush about, we've got six varieties of trout ranging from leaping Rainbows to deep fighting Lakers. Ask about the whitefish nicknamed 'grayling'; they're plentiful and go for tiny dry flies and bait fished on No. 12 hooks. Cast metal wobblers and spinning lures into waters of the farming belt for pike and wall-eyes, and there are many lakes where youngsters may catch a mess of tasty perch. Down north are the real whoppers: a Northern Pike that hefted 46 pounds was on display in an Edmonton store a while back.

Alberta has fifteen varieties of ducks, with the grain-fed mallard considered the choicest waterfowl prize. Three kinds of geese, zig-zagging snipe, five types of grouse including "bush pa'tridge" and mottled Sharp-tails of the bush-

land. Imported game birds are pheasants and Hungarian partridge. We have snowshoe hares and 8-lb. jack rabbits, pronghorn antelope, mule deer, northern white-tails, mountain sheep and goats, elk and moose, the tawny cougars, black bear, and monster grizzlies. Game is hard hunted nowadays; if you're a shooter, be a sportsman.

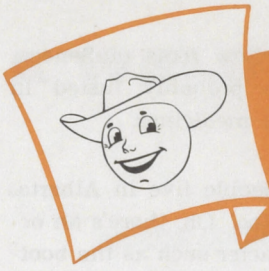
Some people like looking at nature. Well, 310 varieties of birds are on the Alberta checklist, such songsters as Hermit thrush, jingling pipits, and rollicking finches. Admire the bright colors of three kinds of hummingbirds, rose-breasted grosbeaks, and saucy blue jays, while on upper stretches of larger rivers you may see a Peregrine Falcon swoop at 160 M.P.H.! Notice the black-headed gulls that patrol the farmfields; each one flies more than 300 miles per day in quest of food and devours at least 1 insect per mile. In fact, Alberta's birds eat 3000 tons of harmful insects every single summer day! . . . As for animals, the 50 varieties include busy beavers, whistling marmots, black-footed ferrets, and *Zapus*, the mouse that can jump 8 feet. We've got the largest number of buffaloes on the continent, with our finest herd living in an unfenced wilderness west of Lake Athabaska.

Look at the comely wildflowers. See the purple hyssop, mentioned in The Bible. Oldtime redmen made medicinal tea from Hyssop flowers, they also concocted a wound-wash from the bark of our best known berry, the Saskatoon. Now Indians

collect the yellow roots of Seneca, which you've probably tasted in various cough medicines.

A million people live in Alberta. Good people, too. Oh, there's an occasional character such as the boot-legger who got a 6 month jail term and coaxed the prison doctors to remove his appendix, abscessed teeth, tonsils and adenoids, then went around bragging about State Medicine! Twelve-foot Davis lived in the fabulous Peace River country; his door was never locked and every man was his friend. We have the tolerant tradition set by Pat Burns, who paid some workmen to paint his favorite Catholic Church and added: "While you're at it, go paint the Protestant Church too!" . . . Best of all are the ordinary folks, happy men and women who are proud of their families and this bountiful homeland. You'll like them. One of them may be the smiling lady or fellow who hands you this booklet. Be sure to make a friend of an Albertan while you are here, then you'll always be Welcome Back!





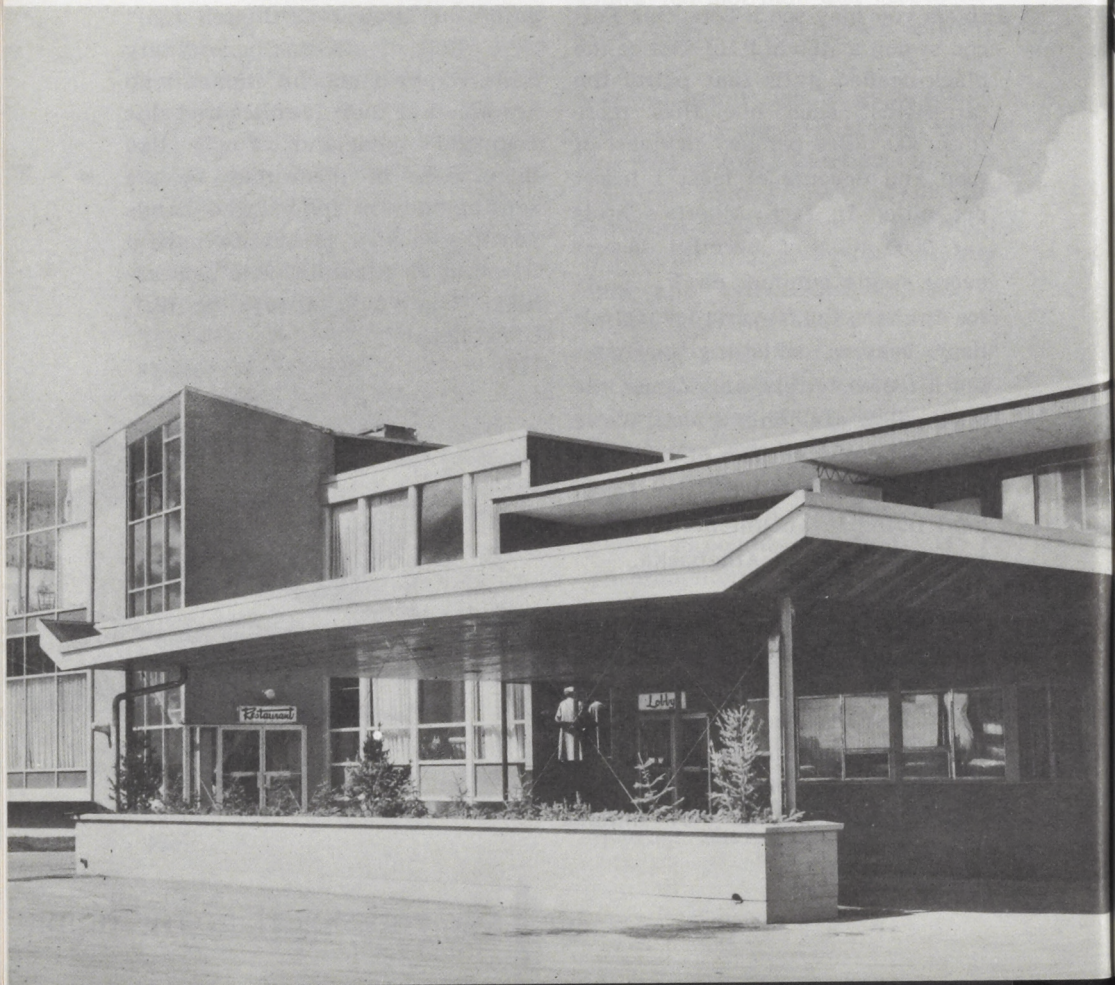
Accommodation

Whatever your choice or price range, you can find exactly what you want in accommodation in Calgary. In the following pages, listed under the respective categories, are hotels, motels, motor hotels, trailer parks, and campgrounds we recommend with pride. You'll find clean, attractive premises, priced by com-

petition at reasonable rates, with friendly, helpful folks always ready to make you completely at home.

Further details on any of the listings are yours at any information bureau, or by calling AM 9-1677. You'll enjoy your stay in any of Calgary's fine accommodation centres shown on the following pages.

Modern Accommodation is Plentiful in Calgary

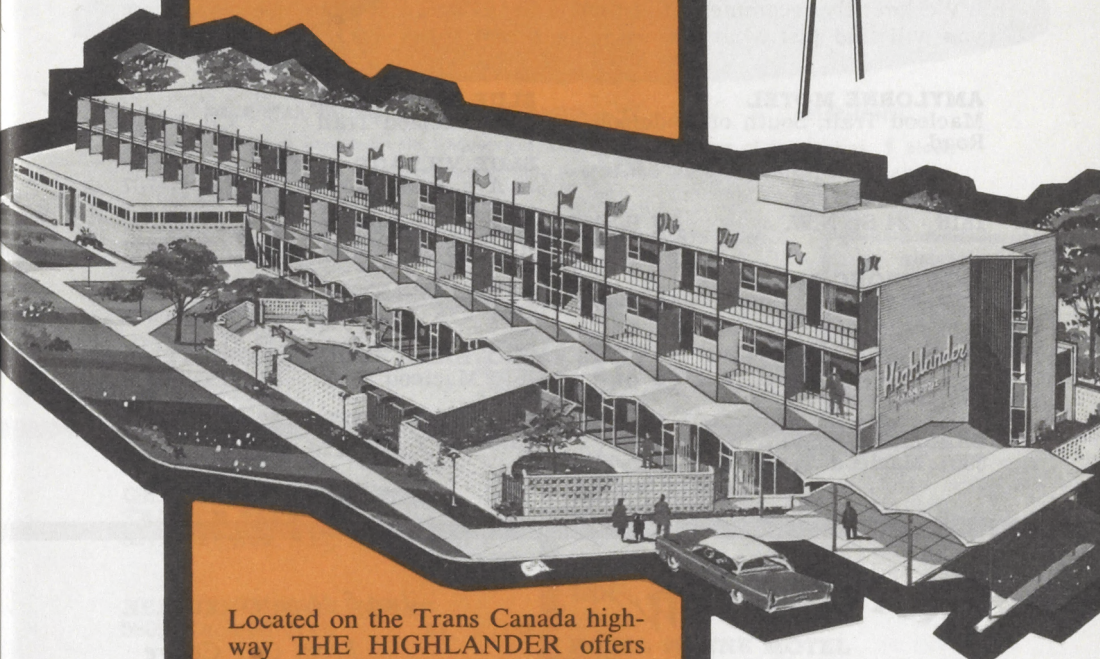


Luxurious Hotel accommodation,
complemented by a pleasant
atmosphere.

THE
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CALGARY - CANADA



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this sign



Located on the Trans Canada highway THE HIGHLANDER offers direct connections to all highways, the air terminal, downtown Calgary, business and recreational centres. It is the ideal place for conventions, banquets and parties, and the convenient stop-over for those planning to travel the scenic highway into the Canadian Rockies, to Banff and beautiful Lake Louise.

16th AVENUE &
17th STREET N.W.
telephone
AV. 9-1961

A PLACE YE CANNA' FORGET

TAVERN
DINING ROOM
COFFEE SHOP
SWIMMING POOL
LICENSED LOUNGE
CONVENTION FACILITIES
BARBER - BEAUTY SHOP



Motels

Motels have become an important adjunct to motor travel. Calgary, with so many fine motel operations, can offer you comfortable sleeping units, many with kitchenette facilities, all with right-at-the-door parking. Government ratings assure you uniform quality in every price range.

We heartily recommend the motels listed below to your use. We know you will find just what you want for a cool, quiet rest.

AMYLORNE MOTEL

Macleod Trail, South of Anderson
Road AL 5-1498

ANCHOR MOTEL

1816 - 24 St. N.W. AV 9-8457

ARMSTRONG MOTEL

2359 Banff Trail AV 9-4451

AVONDALE MOTEL

2231 Banff Trail AV 9-1921

BARCLAY'S MOTEL

5307 Macleod Trail AL 5-7706

BLUE BIRD MOTEL

3912 Macleod Trail CH 3-0393

BLUE VILLAGE MOTEL

70 Ave. & Macleod Trail AL 5-4707

BOW RIVER MOTEL

103 - 25 St. N.W. AT 3-0777

CAVALIER MOTEL

2304 - 16 Ave. N.W. AV 9-0211

FOOTHILLS BUNGALOW MOTEL

4630 Macleod Trail CH 3-0479

GRADDELL MOTEL

Banff Hwy. No.1A & 37 St. N.W.
AV 9-1111

RAINBOW AUTO COURT



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AL 5-5133

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23 Units

Kitchenettes

17 4-Star Units

Play Area

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Radio and TV

Coffee Shop

2334 - 2nd St. S.E.

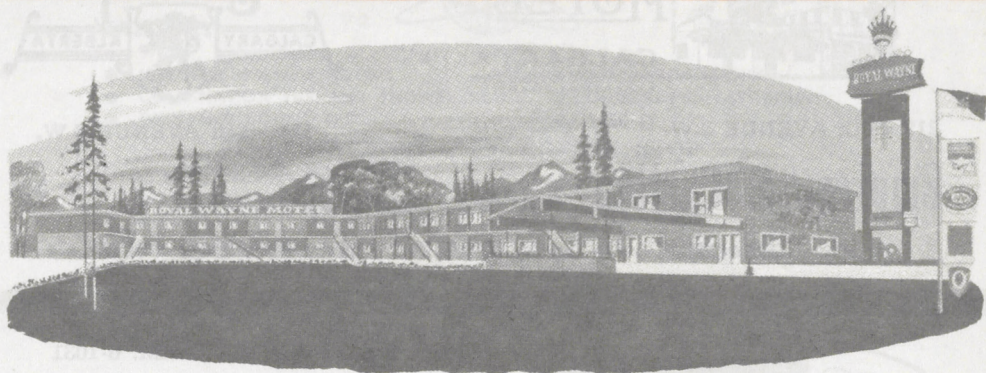
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Your Hosts:

The Wards and The Smiths

Royal Wayne Motel

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FOUR STAR RATING

FREE RADIO — TV — ICE

TELEPHONES

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Executive Suite, Sample and Meeting Rooms Available



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BR 2-3317

HEPBURN MOTOR COURT

5809 Macleod Trail AL 5-7756

HILLCREST MOTEL

3111 Edmonton Trail CR 7-7566

MACLEOD MOTEL

4337 Macleod Trail CH 3-0001

MEADOW MOTEL

6912 Macleod Trail AL 5-7101

MT. EISENHOWER MOTOR COURT

2227 Banff Trail AV 9-7393

NORSEMAN MOTEL LTD.

3640 Macleod Trail CH 3-2746

PARKVIEW MOTEL & AUTO COURT

2334 - 2 St. S.E. AM 2-3556

RAINBOW MOTEL

7124 Macleod Trail AL 5-5133

RANCH MOTEL

5229 Macleod Trail CH 3-2108

ROUND-UP MOTEL

1904 - 24 St. N.W. AV 9-2123

ROYAL WAYNE MOTEL

2416 - 16 Ave. N.W. AV 9-6651

SCANDINAVIA MOTEL

4637 Macleod Trail CH 3-7791

STAMPEDE AUTO COURT

4401 Macleod Trail CH 3-1009

STAR MOTEL

2010 - 24 St. N.W. AV 9-2332

SUNNYSIDE LODGE

828 Sunnyside Blvd. AT 3-2239

SUNSET MOTEL

2112 - 24 St. N.W. AV 9-2101

TRANS CANADA MOTEL

No. 1 Highway East CR 7-8133



217 - 6th AVENUE S.W.

Empress & Carlton Hotels

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Free Television



124 - 9th AVENUE S.W.

EMPRESS AM 2-1141

CARLTON AM 2-4651



Hotels

Alexandra Hotel (Calgary) Ltd.
224 - 9 Ave. S.E. AM. 2-4671

Beacon Hotel
16 Ave. & Centre St. N. CR. 7-7531

Bowness Hotel Ltd.
Bowness, Alberta BU. 8-4421

Braemar Lodge Hotel
215 - 4 Ave. S.W. AM. 2-7986

Carlton Hotel
9 Ave. S.W. AM. 2-4651

St. Regis (Calgary) Ltd.
124 - 7 Ave. S.E. AM. 2-4641

Stampeder Hotel Co. Ltd.
3828 Macleod Trail CH. 3-5531

Victoria Hotel
121A - 8 Ave. S.E. AM. 2-3971

Hotel Wales
709 - 2 St. S.W. AM. 6-1031

Dominion Hotel
120 - 9 Ave. S.W. AM. 3-7600

Empire Hotel of Calgary Ltd.
118 - 9 Ave. S.E. AM. 2-1131

Empress Hotel
217 - 6 Ave. S.W. AM. 2-1141

Imperial Hotel
304 - 9 Ave. S.E. AM. 2-2556

Queen's Hotel
8 Ave. & 2 St. S.E. AM. 2-6887

Palliser Hotel
9 Ave. S.W. AM. 2-8621

Royal Hotel
2 St. S.W. & 8 Ave. AM. 2-9595

St. Louis Hotel Ltd.
8 Ave. & 4 St. S.E. AM. 2-6341

Hotel York Ltd.
7 Ave. & Centre St. S. AM. 2-5585

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**HOTEL
ALBERTA**

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BEST WESTERN & A.A.A.



Motor Hotels

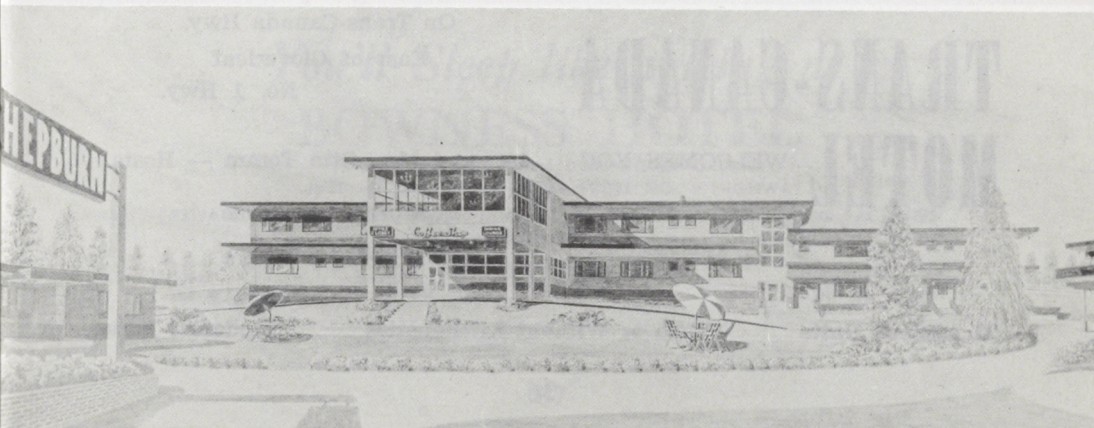
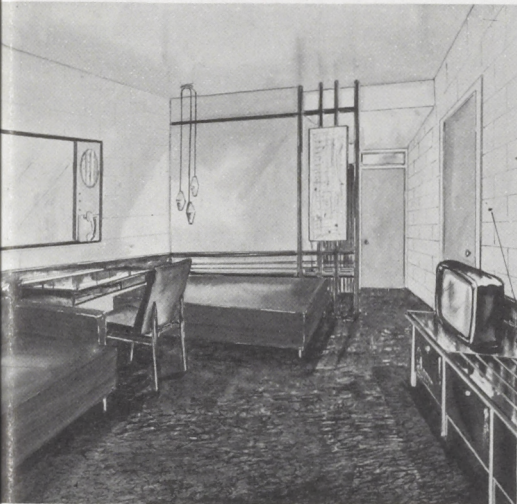
Modern travel demands have brought the motor hotel into being. Calgary has three striking examples of the new type of accommodation. Free parking for your car, room service, coffee shop and dining room facilities, cocktail lounges, plus comfortable rooms make these ideal for your home-for-a-day. You'll enjoy the pleasant atmosphere and friendly service of the motor hotels listed below for your convenience.

Caravan Motor Hotel
4 Ave. & 4 St. S.W. AM 3-1010

Crossroads Motor Hotel
16 Ave. & 21 St. N.E. CR 7-0161

Highlander Motor Hotel
16 Ave. & 16 St. N.W. AV 9-1961

**A Typical Bedroom as Found
In Calgary Motor Hotels**



16 Modern Units — Mountain View

GREEN GARDENS

motel & trailer court

Moderate Rates

15 Minutes to City Centre

Comfort and Privacy

3211 - 17 Ave. S.E., Forest Lawn
Calgary
Phone BR 2-3317



Trailer Parks

Modern trailer parks with all amenities are convenient in Calgary. Power, water, sewer, phones, laundry facilities, wide stalls, with grocery stores and all other needs nearby.

We heartily recommend the trailer parks below, located on main highways so you can avoid congested traffic.

Clover Leaf Trailer Park
20 St. & 16 Ave. N.E. CR 7-8352

Kingsland Mobile Home Park
75 Ave. & Macleod Trail AL 5-5295



Camp Grounds

For those who prefer the outdoors, a campfire and a tent, Calgary offers an excellent campground. Located on an island, with cool, clear rivers on every side, this tree-shaded, well-planned campground has all facilities. So close to everything, and only a nominal rental for the space. No mosquitoes, either. St. Patrick's Island Camp Ground Just off St. George's Island Zoo & Natural History Park.



TRANS-CANADA MOTEL

WELCOMES YOU

On Trans-Canada Hwy.

East of Cloverleaf

No. 1 Hwy.

Mr. and Mrs. Otto Tomm — Hosts

For Reservations

Phone CR 7-8133

22 Modern Units

With or Without Kitchenettes

Moderate Rates

In Calgary It's The

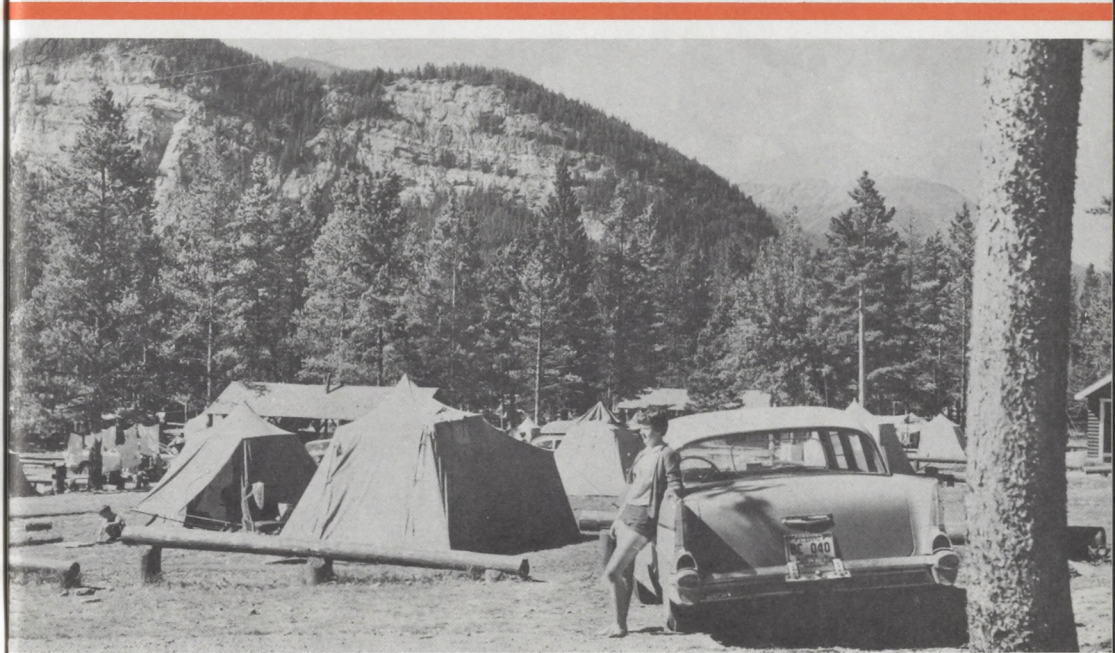
Caravan

- PRIVATE PARKING
- AIR CONDITIONED
- HI-FI RADIO, TV AND BACK-GROUND MUSIC
- DINING ROOM, COFFEE SHOP AND LOUNGE
- BATH AND SHOWER IN EACH ROOM

Calgary's First and Only

DOWNTOWN MOTOR HOTEL

4th Avenue and 4th Street S.W. — In the Heart of the City Phone AM 3-1010



Camping is Fun in Calgary Area

You'll Sleep like a King at **BOWNESS HOTEL**

FIFTEEN MINUTES FROM DOWNTOWN CALGARY
JUST AROUND THE CORNER FROM NO. 1 HIGHWAY

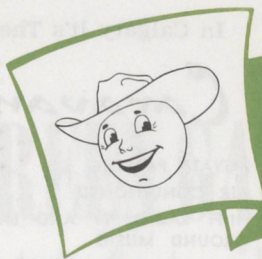
PRIVATE BATH IN EVERY ROOM. AMPLE FREE PARKING. FULL DINING FACILITIES

LICENSED PREMISES

BOWNESS HOTEL

604 MAIN STREET, BOWNESS

PHONE BU. 8-4421



Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-

Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.



AIRLINES

Canadian Pacific Airlines—Daily flights to Vancouver via Cranbrook, Castlegar and Penticton. Connections to main line flights out of Vancouver. Phone AM. 2-4338.

Trans-Canada Airlines — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Phone AM. 9-1311.

Western Airlines — Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Phone CR. 7-0176.

West Coast Airlines—Daily direct flights to Spokane, Seattle and Pacific Coast cities.

Charter Air Service — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

Aircraft Maintenance — Modern facilities for those who fly their own always available in Calgary. All particulars available at the airport terminal of McCall Field.

Where to get 3 weeks fun on 2 weeks holiday



The Sign of Service

All the fun of your own car — but none of the worry: that's the advantage of holidaying in a new Avis car of your choice. Each is spanking clean . . . thoroughly pre-serviced and in perfect mechanical condition. It's the *economical* way to go farther, see more!

THRIFTY RATE — ONLY \$45.00 per week (or \$8.50 per day) plus 12¢ a mile includes gas, oil, above average insurance coverage.

Pack more fun into this summer's vacation with the fast, courteous, complete service you get with Avis. Make your holiday-car reservations now —

Avis RENT-a-CAR
WESTERN U-DRIVE LTD.

**240 - 6th AVENUE S.W.
PHONE AM. 9-6166**



CALGARY AIRPORT: PHONE CR 7-7376
BANFF ALTA.: 204 CARIBOU AVE. — PHONE PO 2-3373
TELEX No. 038-252

ROSEDALE



SERVICE

Gas — Oil — Washing — Greasing

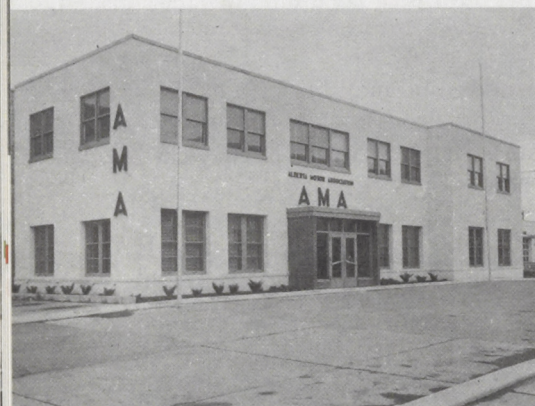
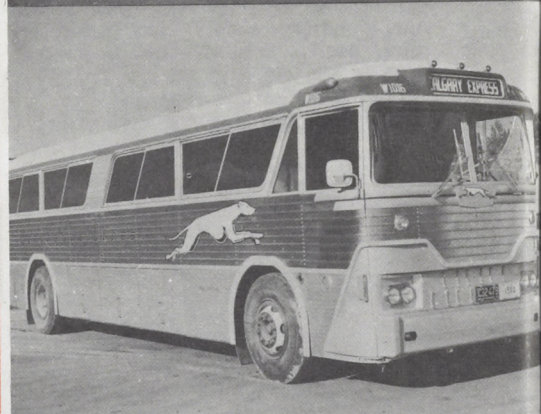
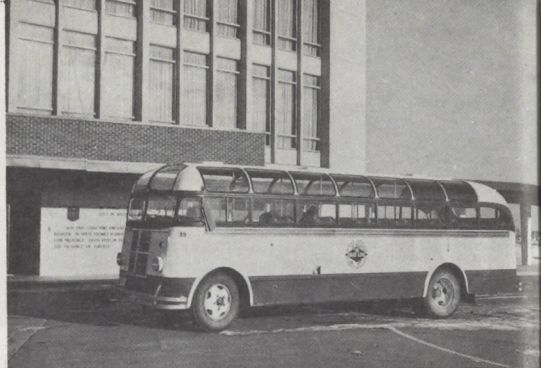
FIRESTONE TIRES

On White Hatters Route

PHONE CR 7-1880

12 AVE. & CENTRE ST. NORTH

Gordon Clowes — Lessee



7th Ave. & 8th St. S.W.



**SAY YOU SAW IT
IN THE GUIDE**

modern
Packaging
CO. LTD.



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POLYETHYLENE BAGS
CELLOPHANE BAGS
CELLO ROLLS
SPECIALIZED PLASTIC PACKAGES
PRINTED ROLLS
PRINTED SHEETS
POPULAR POLY PAKS



**5319 - 3rd STREET S.E.
CALGARY, ALBERTA**

Phones AL 5-7144 - AL 5-7292



Transportation

RAILWAYS

Canadian National Railway — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone AM. 6-5817 for schedules and other details required.

Canadian Pacific Railway—Main line service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or thru the mountains to Vancouver. Phone AM. 6-9201 any time for schedules and rates.

BUS SERVICE

Greyhound Lines — Continental service daily in super bus equipment. Thru the Rockies, connections at border points to all parts of U.S., east thru all of Canada or north to Edmonton in comfortable, safe buses. Phone AM. 2-2131 for schedules, fares, etc.

Cardinal Coach Lines — Daily schedule connecting many rural areas. Call AM. 6-3710.

Calgary Gray Line — Charter and sightseeing bus service. During

summer months, regular tours thru the many colorful Calgary attractions. Charter bus service any time of the year. Phone AM. 6-3820 for all details.

CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call AM. 2-3028 for schedules and routes.

TAXI CABS

Bell Cabs
Royal Hotel Building AM 2-2222
AM 2-3000

Crescent Cabs
105 - 16 Ave. N.E. CR 7-4444
CR 7-2222

United Imperial Cabs
124 - 4 Ave. S.W. AM 6-6255
AM 2-2233

AUTOMOBILE RENTALS

Avis Rent-a-Car (see Ad Page 39)
240 - 6 Ave. S.W. AM 9-6166
CR 7-7376

Hertz Dominion U-Drive
113 - 7 Ave. S.E. (see Ad Page 41)
AM 3-8400
CR 7-0676

Rocky Mountain U-Drive
601 - 2 St. S.W. AM 6-6633
AM 3-3434

Tilden Rent-a-Car
111 - 7 Ave. S.W. AM 3-6386
CR 7-5443

HERTZ

U-Drive Cars for Rent

The largest fleet of new cars in the city of Calgary

ALL 1961 SHINING NEW — ALL KINDS

FREE PICK-UP

AM. 3-8400

Hertz Dominion U-Drive

113 - 7th AVE. S.E., CALGARY, ALBERTA

JUST ACROSS FROM THE YORK HOTEL

Phone

AMherst 6-1952

HYGRADE



SERVICE

Phone

AMherst 6-1952

12th Ave. & 8th St. W. — Calgary, Alberta

SKILLED MECHANIC IN ATTENDANCE

JIM DOWLING



The Great Wall Restaurant

1318 - 17th AVE. S.W.

Calgary's Finest Chinese Cuisine

Phone for Reservations

CH 4-1384 or CH 4-9911

Open Daily 7 a.m. - 2 a.m.

Sunday 8 a.m. - Midnight

featuring:

- Dining Area
- Pleasant Homey Atmosphere
- Delicious Chinese Foods
- Steaks, Chops, Chicken
- Take-out Service
- Delivery Service
- Parking at Rear



As an Artist Sees Lake O'Hara

Compliments of:

BAILEY SELBURN OIL & GAS LTD.

901 - 8th Ave. S.W. Phone AM 9-3741

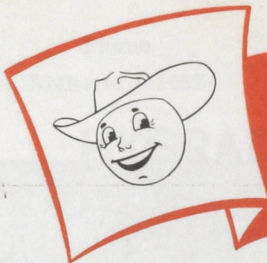
HUTCHINSON & SCOTT GENERAL INSURANCE

535 - 5th Ave. S.W. Phone AM 9-7721

LAKE O'HARA LODGE

Lake Louise, Alberta

For information, Phone AM 2-2029, Calgary.



Sports in Calgary

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call AM 9-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

ARCHERY: Phone AL 5-5042 for full details.

BADMINTON: Played all year round in schools, colleges, YMCA and YWCA.

BASEBALL: Semi-pro league plays at Buffalo Stadium in season. Babe Ruth, Pony and Little League play on regular schedule. Call AM 9-1677 for game schedules.

BILLIARDS: Several fine billiard halls open all year. For locations, call AM 9-1677.

BOATING: Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park. Calgary Canoe Club

invites you to join them in their favorite sport. For details, phone Art Thessien at CH 4-7753 evenings or AM 9-3905 days.

BOWLING, LAWN: Five superb lawns in the city. Full particulars available through AM 9-1677.

BOWLING, FIVE AND TEN PIN: Seven alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations.

BOXING: Bouts held regularly. Dates and details available at AM 9-1677.

CRICKET: Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 St. N.W.

CURLING: Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where rocks and brooms can be rented. Phone AM 9-1677 for full particulars.

DANCING: Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call AM 9-1677 for exact details.

FASTBALL: Several leagues, men's and women's, play regularly throughout the summer. Details at AM 9-1677.



(Sports
Continued
Page 46)

"But . . . what for, ref?"

When in Calgary

*dine in relaxed friendly
surroundings*



DELICIOUS FOOD WITH A HOME-COOKED FLAVOUR ALL WOMEN COOKS



TWO LOCATIONS

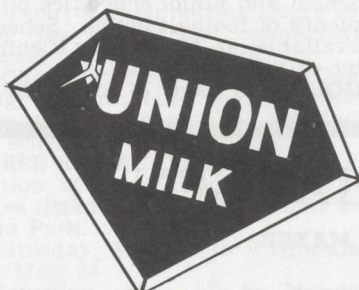
DOWNTOWN

in the heart of Calgary . . .
across from the York Hotel
on Centre Street

FIRESIDE dining LOUNGE

Licensed . . . in Chinook Centre
on Macleod Trail

Calgary's Top Dairy!!



**FOR OVER
50 YEARS**



**UNION MILK CO. LTD.
CRYSTAL DAIRY LTD.**



Tannahill's Wool Shop

BOUQUET - INDIAN - HAND-KNIT

SWEATERS AND RIBBON FOR DRESSES

Calgary's Knit Shop

1115 - 3rd St. N.E. Ph. CR 7-1597



Cooling off in a Calgary pool.



FENCING: An active fencing club invites your participation. Call Dr. L. G. Cody at CH 4-2294 for particulars.

FIELD HOCKEY: Played regularly during the summer. Get full details by calling Brian Burke at CH 9-0188.

FISHING: So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

FLYING: Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at CR 7-4048 for details.

FOOTBALL: Professional football at its best played in McMahon Stadium during Fall season. High School and junior schedules provide plenty of football action. Schedules available at Hospitality Centre or by calling AM 9-1677.

GOLF: See page 78 for all details.

OLE R. HANSEN

CABINET MAKER

Custom Built Furniture, Repair Work and Refinishing

Cocktail Lounges and Panelling

ALL WORK GUARANTEED

4003 - 16th Street S.E.

Bus. BR 3-5585

Res. AM 6-2103



Sports

HARNESS RACING: Sulky racing, with pari-mutuel betting, every evening for two weeks commencing August 5 at Victoria Park.

HOCKEY: Professional and a wide range of amateur leagues operate through the winter. Call AM 9-1677 for schedules and locations.

HORSE RACING: Pari-mutuel in operation at horse races held on the dates listed below. All races at Victoria Park.

Saturday, May 20 to Wednesday, May 24

Saturday, May 27 to Monday, June 12

Friday, July 7 to Saturday, July 15

Wednesday, August 30 to Monday, September 11.

HORSE SHOWS: Several a year, with the finest horse flesh on display. AM 9-1677 will give you dates and details.

HUNTING: See page 98 for full details.

JUDO: The Judo club welcomes you any time. For particulars, call AM 9-4575.

MOUNTAIN CLIMBING: Much of the very best is so near — at Calgary. Call AV 9-7633 for details.

MOTORCYCLE RACING: Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—BR 3-5676.

POLO: Polo has been played in Calgary since 1912. Call AM 9-1677 for dates and locations.

RIDING: Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at AM 9-1677.

ROCK HUNTING: For details on this fascinating hobby, call Oscar Green at CR 7-4831 or the Calgary Rock and Lapidary Club at AM 2-6305 or BU 8-2147.

RUGBY: Amateur league in season. Get details from John Dicey at CH 9-4971 or AM 2-7956.

SKATING: Many excellent rinks to choose from through winter months.

SILVER STAR DRIVE-IN RESTAURANT

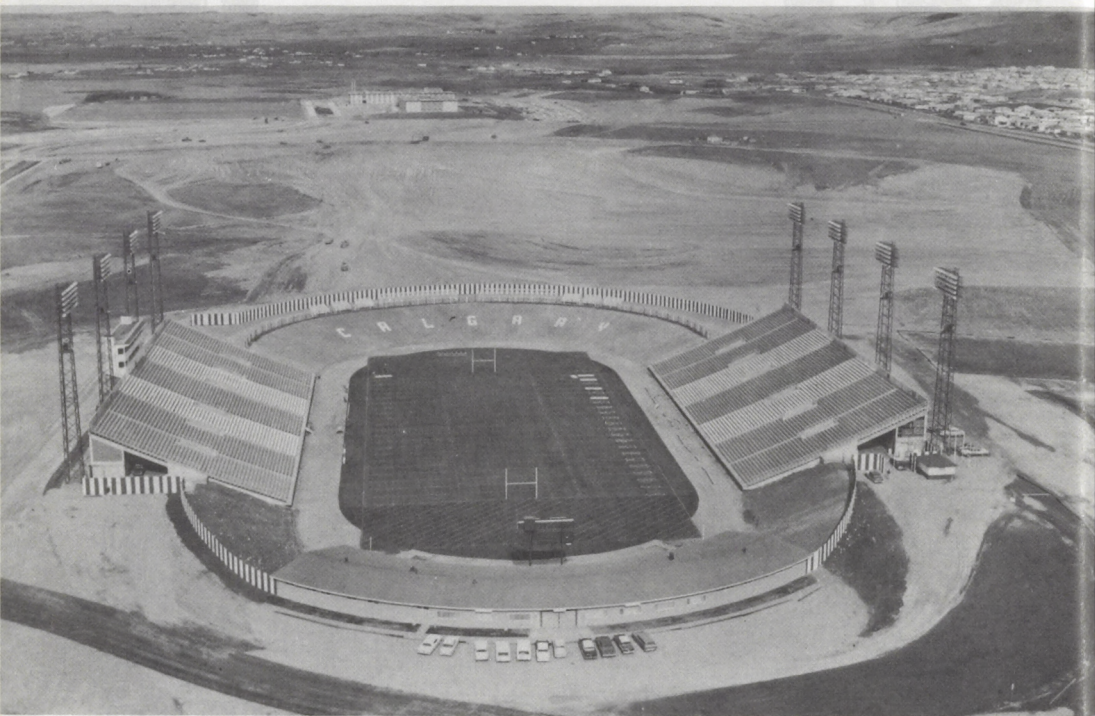
We Specialize in Chinese Cuisine

For Good Food to Take Home

Call CH 3-2626

FREE DELIVERY

Cor. 54 Ave. & 24 St. S.W.



Calgary's new McMahon Stadium



Ready-to-Cook Poultry

SUPPLYING ALL CALGARY'S
LEADING RESTAURANTS
AND STORES WITH THE FINEST QUALITY
GOVERNMENT-INSPECTED POULTRY PRODUCTS

PINECREST POULTRY SALES LTD.

2126 HIRST ROAD - BR 3-1571



4 WINDS RESTAURANT

**SUPERB
CHINESE AND WESTERN FOODS
CHOP SUEY — HOME DELIVERY**

**Orders of \$3.00 or more
Free Delivery**

WE NEVER CLOSE OPEN 24 HOURS

**127 - 8th AVE. S.E.
AM 6-2132 — AM 3-1209**



Skates for rent. Natural and artificial ice. Call AM 9-1677 for locations.

SHOOTING, TRAP & SKEET: Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 St. N.E. Call CR 7-3305.

SKIING: Fine skiing facilities are so very near during the winter months. Call AM 9-1677 for locations and conditions.

SKIN-DIVING: Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, AV 9-3642.

SQUARE DANCING: A popular pastime in Calgary. Jamborees and general dances held regularly all year.

SWIMMING: Five outdoor pools:

South Calgary — 31 Ave. & 15 St. S.W.

Mt. Pleasant — 22 Ave. & 5 St. N.W.

Bow View — 6 Ave. & 18 St. N.W.
Milligan — 70 Ave. & 20A St. S.E.
Ogden

TENNIS: Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 St. S.W. or telephone CH 4-5302 or AM 9-1677.

WATER SKIING: See boating above. The same locations suitable for water skiing.

WRESTLING: Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary, so call AM 9-1677 for the time and place of scheduled bouts during your visit.

Your favorite sport may possibly have been overlooked. The Calgary Tourist and Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call AM 9-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!



THE **TALL GIRL**
SHOP LTD.

Everything For The TALL Girl

**DOWNSTAIRS
239 - 8th AVE. S.W.
AMhrst 3-8772**

OPEN FRIDAYS TILL 9 P.M.

Drive Safely

Vacation time is accident time. A safe vacation is generally the result of plans well laid in advance. The avoidance of hazard, particularly in unaccustomed surroundings, is the result of thoughtfulness. On a motor trip, average daily mileages are likely to be many times normal daily driving and accident exposure increases. There are ways, of course, to reduce this: first — good car condition, second — alert driving ("driving with traffic") that is neither too slow nor too fast and avoiding peak travel hours whenever possible. If you are driving in a new city or province it is well to remember that the majority of drivers you will meet are familiar with the countryside and not as interested in the sights as arriving at a destination.

With time at a premium too many people grudge an additional minute spent en route. They speed, they weave in and out of traffic, they take foolish chances. They short-change themselves on sleep and drive when they're tired.

The fellow who takes it easy has a more pleasant trip. What if he has missed a few points of interest or has not established any record for miles covered per day? He has

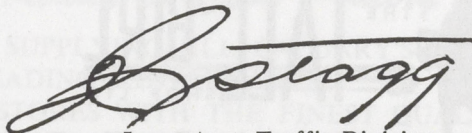
had time to enjoy the country through which he drove, and he hasn't worried himself into a nervous breakdown or a serious accident.

Remember, a vacation is a time to enjoy yourself, take it easy and get as much pleasure and relaxation as possible — to iron out tensions so that you'll get back home refreshed.

Make yours a pleasant, courteous, relaxing, and safe vacation trip.

If you are a visitor to our city of Calgary and involved in an accident give us a call and we will investigate the accident and assist you in any way possible. In any event the police should be called under the following circumstances: (1) if someone has been injured and (2) if it is a serious accident. Also, if the cars cannot run under their own power, the police should be notified to direct traffic around the cars until the tow truck can get them.

In case someone is seriously injured, send for an ambulance as well as the police. Do not move a person who is badly hurt. Just keep the injured person warm with blankets or coats.



Inspector - Traffic Division

Calgary City Police.



Don Forster



The finest imported woollens, tastefully styled by Canada's foremost tailors

A visit to Don Forster's will add interest to your stay in Calgary

Fine clothing for men and young men, distinctive haberdashery,

PH. AM 2-1838

Knox hats, Tyrol shoes.

335 - 7th Ave. S.W.



Real Western Barbeques — Calgary Style



Dining in Calgary

Calgary is famous for good food, and small wonder! You'll find the very sort of eating establishment you want:

Quick-service, friendly coffee shops

Honey, family-style restaurants

Dining lounges, where good food and drink offer leisurely eating

Exciting night spots, where you can get food, drinks and entertainment

Specialty houses for Chinese, Italian, European or seafood cuisine

Steak shops, for charcoal broiled ribs, steaks, chicken

Quiet, stately dining rooms with superb service and food in keeping

Take-out service, for hot food to eat in your car or room

Drive-ins, with on-the-run curb service.

While you can find what you want in the many Calgary eating establishments, you'll find many of them feature beef items. This is natural, as the lush grazing and ideal climatic conditions in Alberta produce the world's finest beef. You can find it aged just right for real back-for-more roasts, steaks and stews.

Carefully checked for your protection, listed below and on the following pages are the dining spots we recommend for your use. Each is listed to make it easy for you to decide where to enjoy good food. Cocktail bars are listed on page 74, under Entertainment.

FAMILY DINING

Barney's Fine Foods	
3828 Macleod Trail	CH 3-5292
Beacon Hotel Restaurant	
16 Ave. & Centre St. N.	CR 7-4124
Braemar Lodge Dining Room	
215 - 4 Ave. S.W.	AM 2-7986
Black Dot Restaurant	
235 - 8 Ave. S.W.	AM 2-7437
Caravan Restaurant	
414 - 4 Ave. S.W.	AM 6-2555
Carolina Restaurant	
619 Centre St. S.	AM 6-1277
Crossroads Restaurant	
2120 - 16 Ave. N.E.	CR 7-4548

For Your Travelling

or Take-Home

Shoe Requirements

Lilley & Skinner

Visit

Calgary's
Most Modern

Family Shoe Store

Downtown

330-8th Ave. W.

WELCOME TO

BLACK



Restaurant

Good Food — Pleasant Atmosphere

Friendly Service

Moderate Prices



235 - 8th Ave. S.W.

YOUR HOSTS

DOT AND GORDON BLACKMORE



Dining in Calgary

- Elite Cafe, Cochrane
(on Highway No. 1A to Banff)
Empress Grill
217 - 6 Ave. S.W. AM 3-4252
Four Winds Cafe
127 - 8 Ave. S.E. AM 6-2132
Great Wall Restaurant
1318 - 17 Ave. S.W. CH 4-1348
Highlander Hotel Restaurant
16 Ave. & 16 St. N.W. AV 9-1961
Highlight Dining Room
5809 Macleod Trail AL 5-7756
Linda Mae's Lotus Gardens
221 - Centre St. S. AM 3-5895
Lothar's Restaurant
615 - 2 St. S.W. AM 9-7890
Phil's Pancake House
2212 - 16 Ave. N.W. AV 9-0444
Pig & Whistle Coffee Shop
111A - 8 Ave. S.E. AM 6-6457
Pump Room
308 - 9 Ave. S.W. AM 2-1790
Rose Room Restaurant
221 - 8 Ave. S.W. AM 9-2720
Royal Dining Room
708 - 2 St. S.W. AM 2-4326
Smitty's Original Pancakes
6131 Macleod Trail AL 5-5808
Smitty's Pancake House
308 - 16 Ave. N.W. CR 7-5924
Tiroler Chicken Chalet
609 - Centre St. S. AM 3-3375
Trans Canada Cafe
1704 - 3 St. N.E. CR 7-6911
Wales Hotel Coffee Shop
709 - 2 St. S.W. AM 6-1031
York Hotel Coffee Shop
7 Ave. & Centre St. S. AM 2-5585

CATERERS

- Calgary Caterers Ltd.
1538A - 17 Ave. S.W. CH 4-1176

DINING LOUNGES

(Wines and cocktails available
with meals)

- Airways Patio Dining Lounge
Municipal Airport CR 7-4807
Amber Room, York Hotel
7 Ave. & Centre St. S. AM 2-5585
Black Angus Dining Lounge
Highlander Hotel, 16 Ave. & 16 St.
N.W. AV 9-1961



The Airway's
BAR-YE

"Top Of The Town"

and

**PATIO
DINING LOUNGE**

**ENTERTAINMENT
NIGHTLY**

**MUNICIPAL AIRPORT
McCall Field**

For Reservations

Phone CR 7-4436

OPEN

11:00 A.M. - 12:30 A.M.



One of Calgary's Many Gracious Dining Places

Ging's Supper Lounge

Licensed

232 - 17 AVE S.W.

PHONE AM 6-4140

Business Men's
Luncheons
11 a.m. - 2 p.m.
Mon., Thru Fri.



Steak House
5 p.m. - 12 p.m.
Mon. Thru Sat.

Your Hosts — Dorothy and Harold Gingrich

SPECIALTIES — Steaks — Spareribs — Chicken — Rainbow Trout

Relaxing Atmosphere

Soft Music

Toby Jug

LOUNGE

Starlight Room

(Licensed)

Royal Dining Room

and

Coffee Shop

"House Specialties"

RED BRAND STEAKS

JUMBO SHRIMPS

FRIED CHICKEN

In Hotel Royal — on 2nd St. West — Between 7th and 8th Avenues
Calgary, Alberta



Dining in Calgary

Carribean Room, Beacon Hotel
16 Ave. & Centre St. N. CR 7-4124
Crossroads Dining Lounge
Crossroads Motor Hotel
16 Ave. & 21 St. N.E. CR 7-4548
Fireside Dining Lounge
Carolina Restaurant, Chinook Shop-
ping Centre AL 5-4757
Georgian Terrace, Stampeder Hotel
3828 Macleod Trail CH 3-5292
Gings Supper Lounge
232 - 17 Ave. S.W. AM 6-4140
Highlight Dining Lounge
Hepburn Motel AL 5-7756
Hy's Steak House
807 - 3 St. S.W. AM 6-1322
Jade Palace
3 Ave. & Centre St. S. AM 2-9219

Oasis Dining Lounge
Caravan Motor Hotel
4 Ave. & 4 St. S.W. AM 6-2555
Pump Room, Petroleum Building
308 - 9 Ave. S.W. AM 2-1790
Range Room, Palliser Hotel
9 Ave. & 1 St. S.W. AM 2-8621
Royal Dining Room, Royal Hotel
708 - 2 St. S.W. AM 2-4326
Shield Dining Lounge, Wales Hotel
709 - 2 St. S.W. AM 6-1031

TAKE OUT SERVICE

Barney's Chicken
3828 Macleod Trail CH 3-6611
1426 - 17 Ave. S.W. CH 4-2536
832 - 16 Ave. N.W. AV 9-8200
336 - 9 Ave. N.E. AM 3-1951
3719 - 17 Ave. S.W. CH 2-2393
Carolina Take Home Shoppe
6435 Macleod Trail AL 5-0444
Chicken-on-the-Way
1443 Kensington Road AT 3-4931
6511 Elbow Drive AL 5-5292
1207 - 1 St. S.W. AM 3-0835

DRIVE-INS

Parkview Dairy Bar
Silver Star Drive-In Restaurant
24 St. & 55 Ave. S.W. CH 3-2626



Historic Sites

By **HUGH A. DEMPSEY**

Archivist, Glenbow Foundation

Calgary has played an important part in the colourful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the

original fort in east Calgary and a cairn on the grounds of the public library.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.

SHOP *Rae-Son* Limited

for exclusively designed

FOOTWEAR

the softest leathers
the gayest colors
the fit of gloves

*Everything you want for
feminine footwear flattery.*

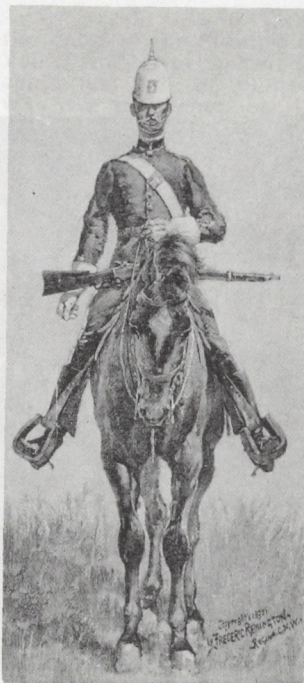
314 SEVENTH AVENUE WEST

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.



**The men
who tamed
the West:
Royal
Northwest
Mounted
Police**



AM 2-3812

Terrill's

BR 3-5626

**Calgary's First Florist
Since 1902**

**809 - 1st Street S.W.
GREEN HOUSES -**

9th Ave. & 16th St. S.E.

**NIGHT
ORDERS BR 3-1777**

Welcome to Calgary



ALPHA JERSEY DAIRY
WELCOMES YOU TO
FRIENDLY CALGARY —
MAY YOUR VISIT BE MOST
ENJOYABLE.

CALGARY IS PROUD OF
ITS RESTAURANTS, AND
WE AT ALPHA ARE
PROUD TO BE SUPPLIERS
TO MANY OF THESE FINE
EATING PLACES.



Historic Sites



Fire Dept. — 1905

In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of Historic Sites in Alberta. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original

Choose from 9 GREAT GASOLINES
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trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside

the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for yourself.



Red River Carts — 1888



The Fair — 1908

KENWAY'S WESTERN STORE

Headquarters for

AUTHENTIC WESTERN MERCHANDISE

*western wear - riding equipment - indian
crafts - western souvenirs and novelty
items.*



1418 Stampede Way (2nd. Street S.E.)

Just one block north of Stampede Grounds



Thrill-a-Second Chuckwagon Races



The Greatest Outdoor Show on Earth

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair to become the Calgary Exhibition and Stampede, today ranks as the world's greatest.

Stampede week is a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves.

The riotous week starts with a six mile parade thru the downtown area. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon thru the week, from 1:30 to 5. In addition to the rugged and spectacular events such as bucking bronks, brahma bull riding and steer decorating, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.



HOTEL YORK

Calgary's Friendly Hotel

- 200 Rooms with Bath or Shower
- Free Parking
- Amber Dining Room
- Crystal Lounge
- Restaurant
- Fully Licensed

AAA — FAMILY PLAN — TELEVISION

7th Ave. Centre St.
AM. 2-5585

E. R. Wilson
Manager

▼
Gold and Silver Charms

▼
Old Gold Jewellery

▼
Estate Diamonds

▼
Quality Costume Jewellery

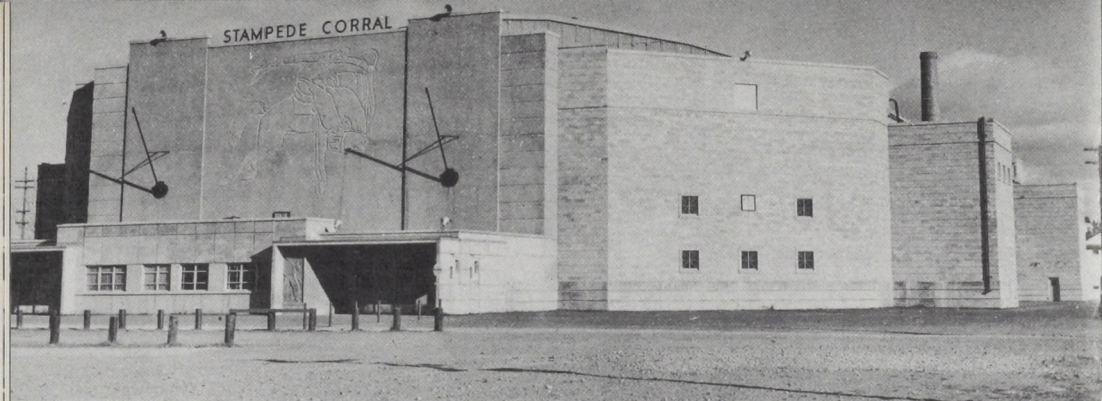
▼
JENNING'S

Jewellers Ltd.

814 - FIRST ST. W. AM 6-6357
(Between Palliser Hotel and the Bay)

The Wild Horse Race





Calgary's Magnificent Arena — The Stampede Corral

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races present one of the most thrilling events to be found anywhere.

Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until

later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.

Bareback Riding



1961 SHASTA TRAVEL TRAILERS

- ☆ Compacts
- ☆ 16 Footers
- ☆ 16 Ft. Self-Contained

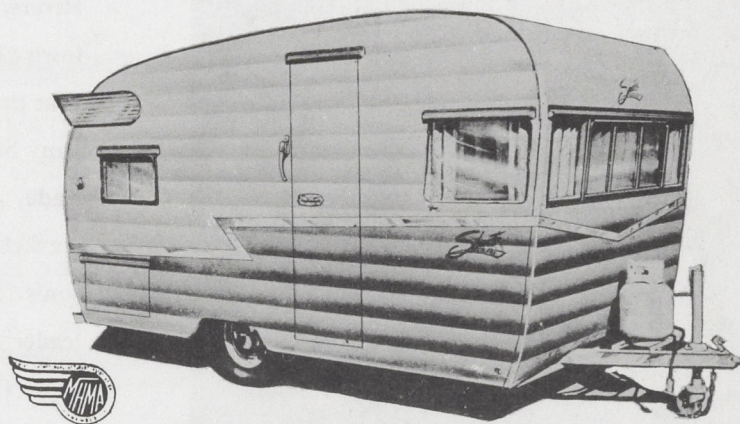
- ☆ Astro Domes
- ☆ 19 Ft. Deluxe
- ☆ Super 25 Footer

ALL ON DISPLAY AT

2301 - Centre St. N.

Daily Till 9:00 p.m. Except Saturday

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Division of Propane Engineering Service Ltd.

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CR 7-1088

CR 7-4255

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Hudson's

INCORPORATED

SEVENTH AND EIGHTH

● 'Way back in 1875 a detachment of North West Mounted Police pitched camp at the junction of the Bow and Elbow Rivers, and called the new tent town "Fort Calgary". That same year the first Hudson's Bay Company Store was built, and a brisk trade was done in flint-lock muskets, carrot-tobacco and Hudson's Bay Point Blankets. A leader in the community then as now, The Bay kept pace with the development of the city. Now The Bay serves Calgarians in a bright, modern department store, with a world of shopping on all six floors.

In Calgary it's The
everyone in the

The Bay Company.

INCORPORATED 2ND MAY 1670.

EIGHTH AVENUES AND FIRST STREET WEST



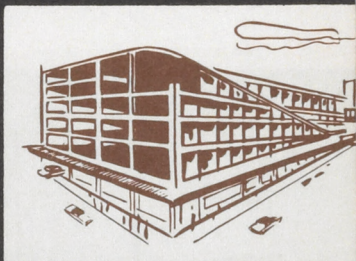
CHINOOK ROOM

In a hurry? Then you'll like the speedy service, the excellent choice of food in the cafeteria style Chinook Room . . . Fifth Floor.



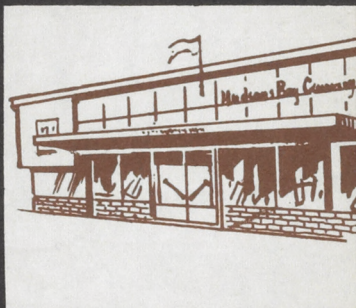
PARKADE

Park easily and quickly in the centre of town. The 475-car Parkade is connected to the store by the Third Floor "Skywalk". Car entrance on 7th Avenue.



IN BANFF

too, it's The Bay! There's a good selection of imported merchandise and everyday needs at the same low prices in effect at the Calgary store.



The Bay . . . the store for
the centre of everything . . .





Shopping in Calgary

As the first major shopping centre north of Denver, Calgary provides all you can ask in shopping variety. You'll find competitive prices, stocks large and varied, personnel friendly and attentive.

You're always welcome just as you are, because Calgary's warm western hospitality is proudly maintained in the shops and stores.

United States visitors who stay in Canada not less than 12 days may take home \$500.00 worth of merchandise for personal or household use (not for resale) every six months.

Those who stay more than 48 hours may take home \$200.00 worth

of merchandise every 31 days. Merchandise which cannot be carried as personal luggage (china-ware, blankets, etc.) should be expressed by the merchant to its destination. All articles so purchased must be declared at the border.

PLEASE NOTE: ALL PURCHASES OUTLINED ABOVE CAN BE DECLARED AT WHOLESALE VALUE, NOT RETAIL PRICE PAID.

Listed below and on following pages for your convenience is a carefully prepared list of better stores, shops and specialty houses. We heartily recommend them to you for all your shopping.

A Typical Calgary Gift Shop



**FOR THE
FINEST IN FOODS**
At Low Low Prices

Shop With Confidence



SHOP
SAFeway



DEPARTMENT STORES

Calgary's department stores have floor after floor of quality merchandise, invitingly displayed for ease of selection. Parking facilities are provided, and many extra conveniences such as a post office, beauty parlors, wrapping and packing services, coffee shops and dining rooms.

Eaton's of Canada
8 Ave. between 3 & 4 St. S.W.
AM 6-0234

Hudson's Bay Company
8 Ave. at 1 St. S.W.
AM 2-0345

Simpsons-Sears Ltd.
1616 - 14 Ave. N.W.
AV 9-7777

Woodwards Ltd.
Chinook Shopping Centre
AL 5-6121

CHINA AND GIFT SHOPS

Complete stocks of china, fascinating gifts, old gold, unusual souvenirs and novelty items can be found in Calgary. Browse around to your heart's content in any of the following:

Harrow Gifts
807 - 1 St. S.E. AM 6-4509

Henry Birks & Sons Ltd.
314 - 8 Ave. S.W. AM 2-9515

Jennings Jewelers
814 - 1 St. S.W. AM 6-6357

J. Vair Anderson
230 - 8 Ave. S.W. AM 6-3949

MacKenzie's
244 - 7 Ave. S.W. AM 3-5920

Reed's China & Gift Shop
Calgary Shopping Centre AV 9-5757

Silk-O-Lina Ltd.
119 - 8 Ave. S.W. AM 2-7262

IMPORTED WOOLENS AND GIFTS

You'll find woollens aplenty — sweaters, skirts, suits and many other articles — in the woollen shops listed below. Many unusual gift items, too.

English Shop
138 - 8 Ave. S.E. AM 2-2934

Ted McGregor Ladies' Wear
818 - 1 St. S.W. AM 2-5327

WHITE HATS

Known around the world as the welcoming emblem of Calgary, white hats are high on the list of purchases for many visitors.

Smithbilt Hats Ltd.
5 St. at 3 Ave. S.W. AM 2-4404

WESTERN STORES

As can be expected in a city so closely connected with ranching, western wear is a standard stock item in many stores. There is one store that carries not only a large choice of western clothing for men and women, but a full display of saddles, ropes and other accessories. Kenway's Western Store
1418 - 2 St. S.E. AM 6-4270

SUPERMARKETS

For the visitor who shops for groceries, realistic values and variety are important. Whether it's for the odd item as a snack, or a full grub box, you can find what you want at the supermarkets listed below:

Canada Safeway
22 stores in Calgary
Jenkins Groceries
26 stores in Calgary

LADIES' WEAR

Distinctive Canadian styles, imported fashions or comfortable sports wear is so easy to find in Calgary. When you need clothing items, you can locate what you want in the size you want in special ladies' wear stores.

Parisian
106 - 8 Ave. S.E. AM 2-6187
R. H. Williams Co.
15 Ave. & 4 St. W. AM 2-7462

MEN'S WEAR

Men's woollen suits have always been popular with discriminating men. Calgary has many outstanding stores where fine imported suits and topcoats, slacks and shoes, await your approval. It's a real treat to shop where value, service and choice are combined.

A. E. Jaques & Sons
1312 - 9 Ave. S.E. BR 3-5260
David L. Abel (Clothiers)
137 - 8 Ave. S.W. AM 2-9939
Don Forster Ltd.
335 - 7 Ave. S.W. AM 2-1838
Webb's Men's Shop
236 - 7 Ave. S.W. AM 2-2793

RIDING EQUIPMENT

Show ring equipment often makes ideal recreation gear for any-time



LICHFIELD
By Wedgwood.
5 piece place setting

\$13.75

REED'S

CHINA & GIFT SHOP

The Dinnerware House of Alberta

Over 150 patterns to choose from

Browsers Always Welcome



ROYAL DOULTON-WEDGWOOD
MINTON-ROYAL ALBERT
AINSLEY AND MANY
OTHERS

CALGARY SHOPPING CENTRE

1638 - 14 Ave. N.W.

Phone AV 9-5757

EDMONTON

— CALGARY —

LETHBRIDGE

enjoyment. To see the complete range of boots, saddles, whipcords and the dozens of accessories, visit a specialty shop.

The Tack Shop
311 - 17 Ave. S.W.

AM 3-3741

FUR STORES

Sleek Canadian furs have always been popular with visitors from other countries. By shopping where furs are the only item, and where expert furriers can show and explain the different furs, you can be sure of getting just what you want in the price range you like.

Swears & Wells (Canada) Ltd.

222 - 8 Ave. S.W. AM 3-2850

Yaegers Furs Ltd.

706 Centre St. S. AM 2-4579

SHOE STORES

Good shoes have long been a Canadian standard. This is equally true in Calgary, where shoe stores have established an enviable reputation for shoes of superior design and quality.

Amantea Shoes Ltd.

132 - 8 Ave. S.W. AM 2-3306

Lilley & Skinner (Canadian) Ltd.

330 - 8 Ave. S.W. AM 2-9626

Rae-Son Ltd.

314 - 7 Ave. S.W. AM 2-3371

DRUGS

There's always a time when you need a drug item. Shop for them where stocks are as good as the service.

Bamforth Drug

17 Ave. & 26 St. S.W. CH 9-2888

A. & B. Drugs

9 Ave. & 1 St. S.W. AM 2-2357

Cecil's Drugs (Bowness)

4643 - 16 Ave. N.W. BU 8-2138

Cliff Irwin Rexall Drugs Ltd.

718 - 16 Ave. N.W. AV 9-5561

Douglass Drug

16 Ave. & Centre St. N. CR 7-2717

16 Ave. & 3 St. N.E. CR 7-2755

Down Town Drugs

221A - 8 Ave. S.E. AM 2-2557

Glendale Drug

1918 - 37 St. S.W. CH 9-2728

Kensington Drug

2440 Kensington Road AT 3-2911

Kirby Drug

3403 - 17 Ave. S.W. CH 9-2969

Luke's Drug

112 - 4 St. N.E. AM 6-4142

**ENJOY ONE STOP
SHOPPING**

CHINOOK SHOPPING CENTRE

featuring

Woodward's

A COMPLETE DEPT. STORE

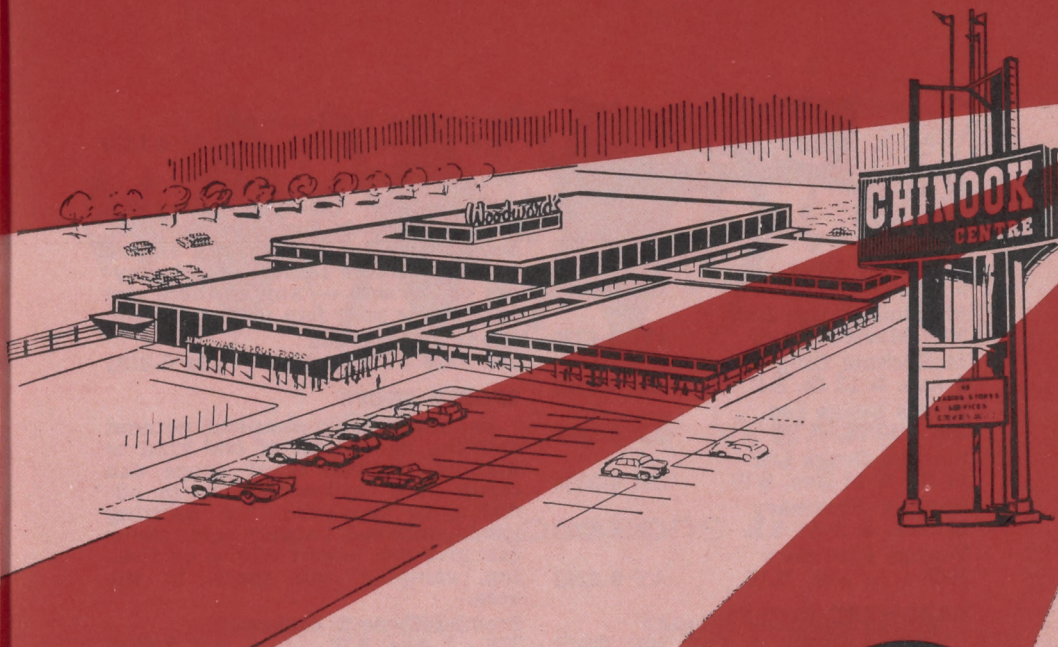
A FAMOUS FOOD FLOOR

AUTO SERVICE CENTRE

PLUS

**45 FINE STORES
& SERVICES**

Chinook Shopping Centre at 66th Ave. & Macleod Trail



Woodward's
and 45 STORES
Waiting To Serve You



Agnew-Surpass Shoes
Alberta Liquor Store
Alberta Piano Co.
Betty Shop
Henry Birks & Sons
Calgary Herald
Career Girl Fashions
Carolina Restaurant
Carriage House
Chinook Art Gallery
Chinook Barber Shop
Chinook Bowladrome
Chinook Branch Library
Chinook Insurance Centre
Chinook Shoe Repair
Fabric Care Dry Cleaners
Finney-Rogers Sports
Garden Court Coffee Shop
Hollinsworth's
Holt Renfrew
A. E. Jaques & Sons
S. S. Kresge
Macleod Bros.
McCullough's Fabrics
Merrell's Maternity Modes

Norman's Beauty Salon
Nut House
Patricia Bakery
Pederson Bros., Florist
Penley's Drugs
Photo Movie Supplies
Reitman's
Save-On Meats
Smitty's Pancake House
Spence's Shoes
Sterling Shoes
Toronto Dominion Bank
United Cigar Stores
Williams, Bros. Appliances
McArthur Furniture
Woodward's Dept. Store
Woodward's Food Floor
Woodward's Service Station
Mel's Lumber & Building Supplies
MEDICAL OFFICES:
Chinook Medical Clinic
Chinook Dental Clinic
Central Bio-Clinical Laboratory
Dr. J. A. Cameron, Chirprtr.
Dr. B. J. S. Sharp, Optmtrst.

**FREE
PARKING
FOR
3500
CARS**

**POST
OFFICE
&
MEDICAL
OFFICES**

**SHOP
THURS.
& FRI.
TILL
9 p.m.**

**(STORE HOURS: Tues., Wed., Sat. - 9:30 a.m. to 6 p.m.
Thurs., Fri. - 9:30 a.m. to 9 p.m.)**



Shopping

Macaulay Drug
9 Spruce Centre CH 9-5409
Marshall Drugs Ltd.
5011 Macleod Trail CH 3-6330
McKechnie Drug
9 Ave. & 12 St. S.E. BR 3-5766
Rook's Drugs Ltd.
138 - 10 St. N.W. AT 3-1217
Sunalta Drugs Ltd.
14 St. & 12 Ave. S.W. CH 4-3333
Victoria Pharmacy
12 Ave. & 2 St. S.E. AM 6-3335
Youngs Pharmacy
1005 - 16 Ave. N.W. AV 9-3242

HARDWARE STORES

There's rarely a day you don't need a hardware item. Your best selection is always found in the complete hardware stores of Calgary.

G. L. Chesney Hardware Ltd.
102 - 16 Ave. N.W. CR 7-7577

Manchester Hardware Ltd.
5518 Macleod Trail CH 3-1309

MUSIC STORES

Enjoy your vacation better with music. Records for your portable, song sheets for a sing-song as you travel, portable radios, record players or TV sets — any of these can help make your trip more pleasant.

Glenn's Music Ltd.
224 - 226 - 7 Ave. S.W. AM 6-3181

SPORTS SHOPS

No vacation is complete without sporting equipment of one kind or another. Special sport shops can repair your equipment too. In addition to providing the sporting goods you need, Calgary sport shops can give you expert advice on fishing, camping and sports in the area.

Premier Cycle & Sports
319 - 7 Ave. S.W. AM 3-8855

The Sportsman Ltd.
1442 - 17 Ave. S.W. CH 4-8800

ANTIQUÉ SHOPS

An antique lover? Looking for the unusual, the different? Local

New!



EXTRA CREAMY and DELICIOUS, because EXTRA CREAM has been added! In fact, the CREAMIEST, MOST DELICIOUS ice cream you ever tasted!

PALM PREMIUM OLD FASHIONED ICE CREAM
* most popular of treats! * most luxurious of desserts!



MEN'S and BOYS' WEAR

Two Locations

1312 - 9th Ave. S.E.

"At the Zoo turnoff"

BR 3-5260

Men's, Boys', Ladies' Wear and Shoes

Chinook Shopping Centre

"Store with Shield on the Door"

AL 5-1040

Men's and Boys' Store

and imported antiques are fascinating, and the superb selection available in Calgary will provide you with hours of browsing and buying pleasure.

Bashfords Corner
736 - 17 Ave. S.W.

AM 9-3560

VARIETY STORES

So often, there's some small item needed in a hurry. The modern variety stores in Calgary have speedy self-service with their large stocks to make it easy for you to get just what you want.

F. W. Woolworth Co. Ltd.
226 - 8 Ave. S.W.

AM 6-1588

SHOPPING CENTRES

Modern living has created the phenomenon of shopping centres. Two of the largest and most complete in Canada are right in Calgary. Each offers free, paved parking for over 3000 cars, and such a variety of shops you can do all your shopping in one spot.

Calgary Shopping Centre
1632 - 14 Ave. N.W.

AV 9-6700

Chinook Shopping Centre
Macleod Trail & 66 Ave. W.

AL 5-0355

PERSONAL SHOPPING SERVICE

To save time, trouble and expense, there's a personal shopping service available to all Calgary visitors. Simply dial AM 3-3722 and Dora Brodrick will do your shopping for you. Purchases packed to go, gift-wrapped, or however you like it. It's the practical and easy way to shop.

UNUSUAL SOUVENIRS

For authentically local, hand-made items not available elsewhere, Calgary offers three unusual shops. Dinosaur bone gift items, conversation-piece jewellery, hand-carved wood and bone products, gold, silver and copper crafts, Indian goods, hand-crafted leather and a fascinating variety of other products. Priced in the range you want, too.

Creative Crafts

718 - 5 St. S.W.

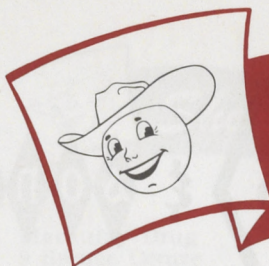
AM 3-3623

Greens House of Rock & Lapidary
249 - 18 Ave. N.E.

CR 7-4831

Old Cabin Crafts

In the first house built in Calgary, right at St. George's Island Zoo and Dinosaur Park. Look for the signs leading you to this exciting shop.



Entertainment in Calgary

The happy people of Calgary are proud of their entertainment facilities. Throughout this book, you will find many items listed for your pleasure. Where not all have been listed elsewhere, we suggest the following will perhaps be what you are looking for.

CALGARY ALLIED ARTS CENTRE

— 830 - 9 Ave. S.W. Regular exhibits of paintings, sculpture, Indian and Eskimo artifacts, and many other similar displays. Permanent displays always there for your pleasure.

RADIO — Three stations to give you a complete choice of listening and informative pleasure:

C F C N 1060 KC
C F A C 960 KC
C K X L 1140 KC

TELEVISION — Two stations, clear and sharp, provide you with interesting local as well as national and international favorites.

C F C N — TV Channel 4
C H C T — TV Channel 2

THEATRES — First run and popular re-run favorites at the many local theatres. Consult the newspapers for dates, showings and other details.

NEWSPAPERS — Two daily and one weekly newspapers, to keep you right up on world events. Available anywhere in town.

Calgary Albertan — Morning Daily

Calgary Herald — Afternoon Daily

North Hill News — Weekly

COCKTAIL BARS

Airways Bar YC — Airport Terminal, McCall Field

Barney's Lounge — Stampeder Hotel, 3828 Macleod Trail

Black Knight Lounge — Wales Hotel, 709 - 2 St. W.

Calypso Lounge — Beacon Hotel, 16 Ave. & Centre St. N.

Crystal Room — York Hotel, 7 Ave. & Centre St. S.W.

Gay 90's Lounge — Crossroads Motor Hotel, 16 Ave. & 20 St. N.E.

Oasis Lounge — Caravan Motor Hotel, 414 - 4 Ave. S.W.

Penthouse — Palliser Hotel, 9 Ave. & 1 St. S.W.

Pump Room Lounge — Petroleum Bldg., 309 - 9 Ave. S.W.

Royal Scot Lounge — Highlander Hotel, 16 Ave. & 16 St. N.W.

St. Louis Lounge — St. Louis Hotel, 8 Ave. & 4 St. S.E.

Toby Jug Lounge — Royal Hotel, 708 - 2 St. S.W.

Above all, don't sit in your room and wonder what to do. Calgary Tourist and Convention Association is always pleased to help. Call AM 9-1677 for helpful suggestions to make your Calgary visit a real pleasure.

One of Calgary's cocktail lounges



THE NEW VIEW

CHANNEL 4

TELEVISION

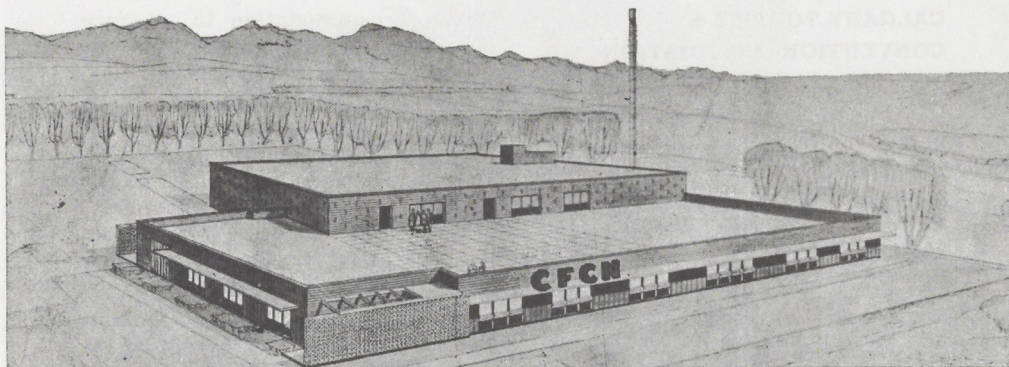
CFCN

CHANNEL

1060

RADIO

AT THE TOP OF THE CITY



Visit CFCN's new and beautiful studios and enjoy the breathtaking panoramic view of Calgary. Go west on 11th Avenue S.W. to 53rd Street.

Bowness Park
Family
Entertainment
Headquarters

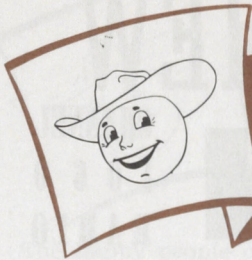


Get in the Swing!

FUN FOR ALL — COME OUT AND ENJOY YOURSELF
For those wanting relaxation and healthful exercise we
invite you to play our new nine hole pitch and putt
course. ALL MODERN EQUIPMENT AVAILABLE.

Located West of the Calgary Airport • Phone CR 7-2233





Tourist Information Services

CALGARY TOURIST & CONVENTION ASSOCIATION

An organization dedicated to the service of visitors. A non-profit association, financed by the City of Calgary, Calgary Chamber of Commerce, interested business firms and co-operative individuals, it operates all year round in your interests.

Free information centres operate at the following locations:

No. 1 Highway west — on highway to Banff

No. 2 Highway south — on highway to the U.S.

Crossroads — Just inside cloverleaf on 16 Ave. N.E.

McCall Field Terminal Building, Municipal airport

Hospitality Centre, Mewata Park, 14 St. & 9 Ave. S.W., phone AM 9-1677

Cheerful informative attendants will answer your questions, provide maps and literature, help in so many ways to make your trip a pleasure.

ALBERTA TOURIST ASSOCIATION

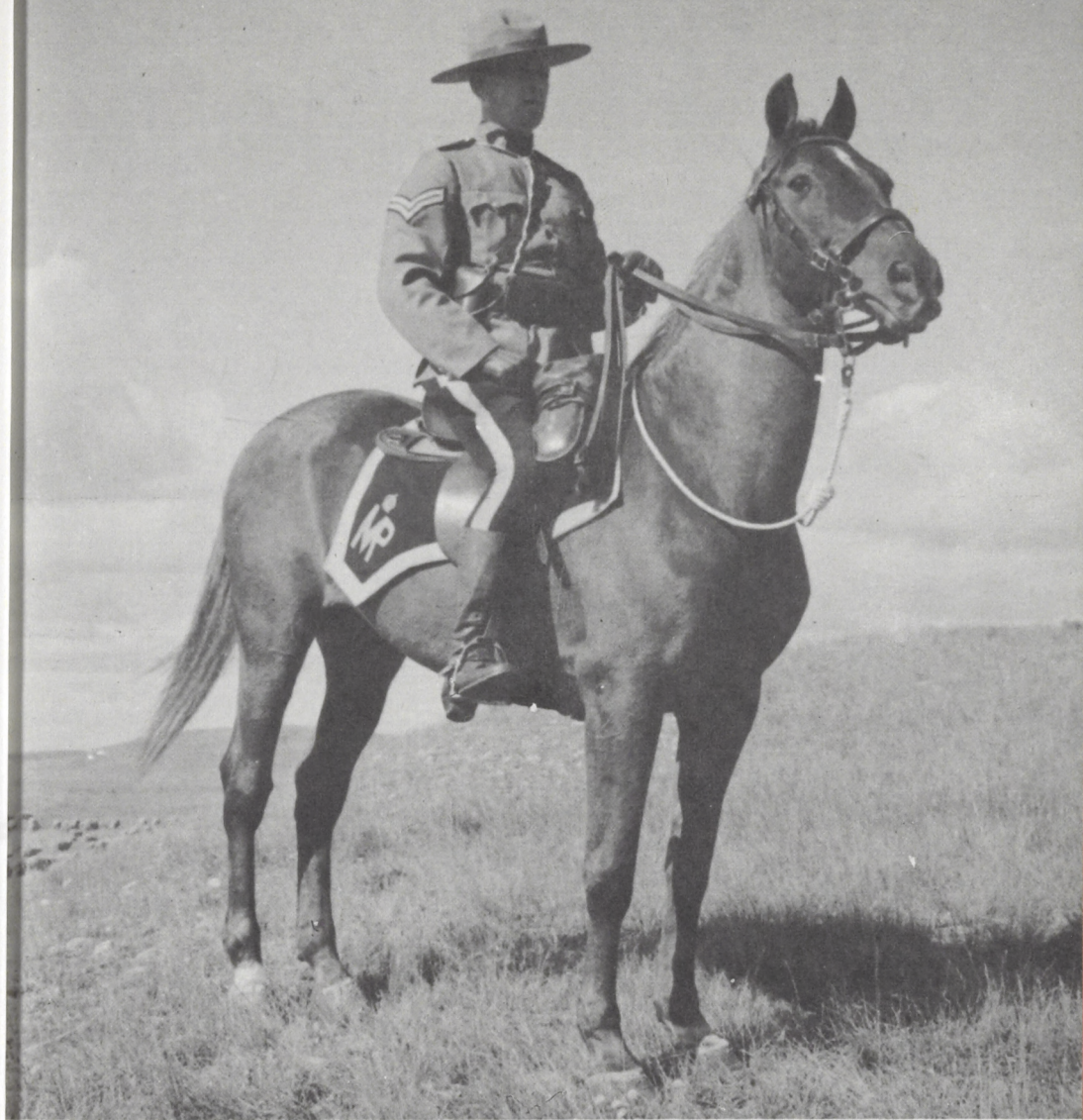
The A.T.A., with head office at 810 Centre St., Calgary, offers free service to any visitors. Phone AM 2-3202 or AM 6-2316. Travel literature, road information, and maps are yours for the asking, no charge. A unique teletype service connecting 13 cities and park areas is available to anyone wishing re-

served accommodation in advance of arrival at your destination. A small service fee insures the type of accommodation you want will be held for you, regardless of your arrival time. An association of cities, chambers of commerce, trade organizations, businesses and tourist-minded individuals, in co-operation with the Alberta Government Travel Bureau, the Alberta Tourist Association is ready at all times to provide any visitor with accurate information always cheerfully given. Look for the A.T.A. office in Fort Macleod, Banff, Jasper, Edmonton, Lethbridge, Waterton Lakes, Medicine Hat, Radium Hot Springs and St. Mary, Montana.

ALBERTA MOTOR ASSOCIATION

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members are cordially invited to visit the spacious A.M.A. offices on the corner of 7 Avenue and 8 Street S.W. During the day, phone AM. 9-6131. For 24-hour emergency service, call AM. 9-4391.



R.C.M.P. — History Makers of the West

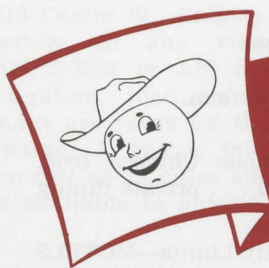
LINDA MAE'S LOTUS GARDENS

Calgary . . . 219 Centre Street
Entrance on Third Avenue Southwest

Open Week-days 12 noon to 2:30 a.m.
(Sundays to 11 p.m.)

A smart, modern restaurant serving delicious Chinese food.
Luncheon and dinner parties gladly arranged . . . private dining
room located at the back.

ORDERS DELIVERED anywhere within the City Limits—**MOTELS**
INCLUDED . . . TAKE-OUT ORDERS also available . . . Telephone **AM 3-5895.**



Golf in Calgary

AMYLORNE MOTEL

**par 3 golf course
and driving range**

No. 2 Highway, South

Separate Units Consisting of:

Living Room

Bedroom

Kitchenette (complete)

Bathroom

Wall-to-Wall Carpeting

Maple Furniture

Posturepedic Mattresses

Complimentary T.V.



**R.R. 3, CALGARY
ALBERTA, CANADA**

**Owned and Operated by
Amy and Lorne Carr**

**Telephone
AL 5-1498**

An excellent par 3 golf course is operated in conjunction with the Motel. Grass greens and fairways are kept in beautiful condition—complimentary to guests.

The Calgary area, with gently rolling foothills, lush foliage and plenty of good grass, is ideally suited for good golf course layouts. There are ten courses in Calgary, four of which are private clubs, six open to the public. When you want to work out the kinks of driving the car, you'll find a game of golf ideal. Listed below are the courses open to green fees players.

Bowness Golf Club — Bowness

**Highland Golf Club
4304 - 4th St. N.W.**

**Inglewood Golf & Country Club
East Calgary**

**Mayview Golf & Country Club
Bragg Creek Road**

**Regal Golf Club
6 St. & 24 Ave. N.E.**

**Shaganappi Golf Course
12 Ave. & 26 St. S.W.**

PITCH AND PUTT

For those who haven't time for a full game, yet want their hand in, a pitch and putt course is the answer. Velvet smooth grass greens,

and a terrain just difficult enough to be interesting. Clubs included in the very nominal green fees.

**Par 3 Golf — At Amylorne Motel,
No. 2 Highway South.**

DRIVING RANGES

Always popular, driving ranges make it easy for you to keep in practise as well as giving you a chance to iron out those annoying hooks or slices. Two excellent driving ranges are within easy driving distance:

**Airport Driving Range — At the
municipal airport.**

**Amylorne Driving Range — At
Amylorne Motel, No. 2 Highway
South.**

MINIATURE GOLF

Even the kids enjoy miniature golf, while Mom and Dad can sharpen up their putting. Two miniature courses in Calgary:

**Airport Miniature Golf — At the
municipal airport.**

**Bowness Miniature Golf — Bowness
Park, Bowness.**



Modern Parking Facilities in Calgary

Auto Service

Calgary holds a unique position in today's world of rapid transportation. Only one city in the world (Los Angeles) has more automobiles per capita than Calgary.

Naturally, such a rating means there are also excellent service facilities of all kinds in the city.

Authorized sales and service representatives for every make and type of vehicle.

Factory trained mechanics and service personnel for all cars.

Wide stocks of parts for no-waiting repair service.

Guarantee work, mileage check up, and such new car requirements handled quickly and cheerfully.

Service stations who understand the word service.

Credit cards from around the world accepted at reputable stations representing all the well-known brands of gasoline and oil.

Rapid service car washing establishments, for minutes-only attention to your wash requirements.

Tire stores, with modern equipment, to handle any requirement from simple repairs to major vulcanizing jobs.

Body shops, with up to the minute equipment for fast repairs on damaged car bodies.

Specialty shops for carburetor, battery, magneto, paint or upholstery service.

Listed on pages following, by category, are Calgary firms catering to the automobile trade. We heartily recommend them for service and fair prices.

Just like Your Neighbourhood Service
at home



Welcome to **ROYALITE**

friendly service, travel tips and
information at

THE HALLMARK OF
MOTORING SATISFACTION





SERVICE STATIONS

Avenue Service
B/A Products
34 St. & 17 Ave. S.W. CH 9-3766
Benbow's Service
Esso Products
67 Ave. & Macleod Trail AL 5-6898
Bert's White Rose Service
White Rose Products
3303 Parkdale Blvd. AT 3-5229
Cloverleaf Esso Service
Esso Products
16 Ave. — 19 St. S.E. CR 7-4762
Ed & Ted's Service
Esso Products
11 Ave. & 1 St. S.W. AM 2-7111
Harvey's Esso Service
Esso Products
5 Ave. & 24 St. N.W. AT 3-5461
Ideal Texaco Service
Texaco Products
26 Ave. & 2 St. S.E. AM 3-3628
Island Service
B/A Products
9 Ave. & 12 St. S.E. BR 3-5555
Kelly's Servicentre
Texaco Products
16 Ave. & 19 St. N.W. AV 9-3092
Kensington Road Service
B/A Products
25 St. & Kensington Road AT 3-0611
Macleod Trail Esso Service
75 Ave. & Macleod Trail AL 5-6066

Menzies Esso Service
Esso Products
14 St. N.W. & Kensington Rd. AT 3-4885
Montgomery Texaco Service
Texaco Products
1703 - 46 St. N.W. Montgomery BU 8-6373

Renfrew Service
B/A Products
624 - 16 Ave. N.E. CR 7-8621
Sanderson's Service
North Star Products
16 Ave. & 19 St. N.E. CR 7-6307
Shell Mayfair Service
Shell Products
819 - 66 Ave. S.W. AL 5-0666
Spruce Cliff Esso Service
Esso Products CH 9-8265
Spruce Drive & Spruce Centre
Tip Top Service
B/A Products
24 St. & 5 Ave. N.W. AT 3-5441
West Point Service
Esso Products
14 St. & 16 Ave. S.W. CH 4-2030

SERVICE GARAGES

Globe Steering Clinic
1502 - 11 Ave. S.W. CH 4-3532

SPRING SERVICE

Standen's Ltd.
24 Ave. & 2 St. S.E. AM 9-3726

BONDED USED CAR DEALERS

Nordan Motors
315 - 16th Ave. N.E. CR 7-1005

TRANSMISSION REPAIRS

Alberta Automatic Repairs
127 - 12th Ave. S.W. AM 3-1070
Calgary Automatic Exchange
419 - 8th Ave. S.E. AM 2-4761

ALBERTA AUTOMATIC TRANSMISSION REPAIRS LTD.

"We Are Specialists"

REPAIRS AND SERVICE TO ALL
AUTOMATIC TRANSMISSIONS

127 - 12 AVENUE S.W. **AM 3-1070**

FREE ESTIMATES — ALL WORK GUARANTEED

Fast Dependable Service

PONTIAC

BUICK

CADILLAC

VAUXHALL

G.M.C. TRUCKS

**AUTHORIZED GENERAL
MOTORS SERVICE
FACILITIES**

Calgary Motor Products Ltd.

4th Avenue at 2nd Street W.

Phone AM. 6-8841

We hope you do not have any

TIRE TROUBLE

But if you do call us for a quick,
courteous and economical solution.

All standard brands sold
and serviced.



OIL COMPANIES (MARKETING)

Anglo American Explorations Ltd.
330 - 9 Ave. S.W. AM 9-1341
British American Oil Co. Ltd.
409 - 3 St. S.W. AM 6-7411
Canadian Oil Companies Limited
(see inside cover)
838 - 11 Ave. S.W. AM 2-6131
Royalite Oil Co. Ltd.
615 - 2 St. S.W. AM 6-7021

OIL COMPANIES (EXPLORATION)

Bailey Selburn Oil and Gas Ltd.
901 - 8 Ave. S.W. AM 9-3741

GLASS AND MIRRORS

Canadian Pittsburgh Industries Ltd.
504 - 10 Ave. S.W. AM 3-0460
Bennett Glass Co. Ltd.
228 - 7 Ave. S.E. AM 2-1778

FRANCHISE DEALERS

Calgary Motor Products
(see ad above)
Cadillac — Buick — Pontiac —
Vauxhall
4 Ave. & 2 St. W. AM 6-8841
Cooke Motors Ltd.
Morris — M.G. — Jaguar
4 Ave. & 9 St. S.W. AM 2-6024
Freeman Wilson Ltd.
Dodge — DeSoto — Simca
511 Centre St. S. AM 9-1901
General Supplies Ltd.
Chevrolet — Corvair — Oldsmobile
5 Ave. & 1 St. W. AM 2-1101
MacIin Motors Ltd.
Ford — Monarch
11 Ave. & 1 St. W. AM 6-7551

CAR WASH

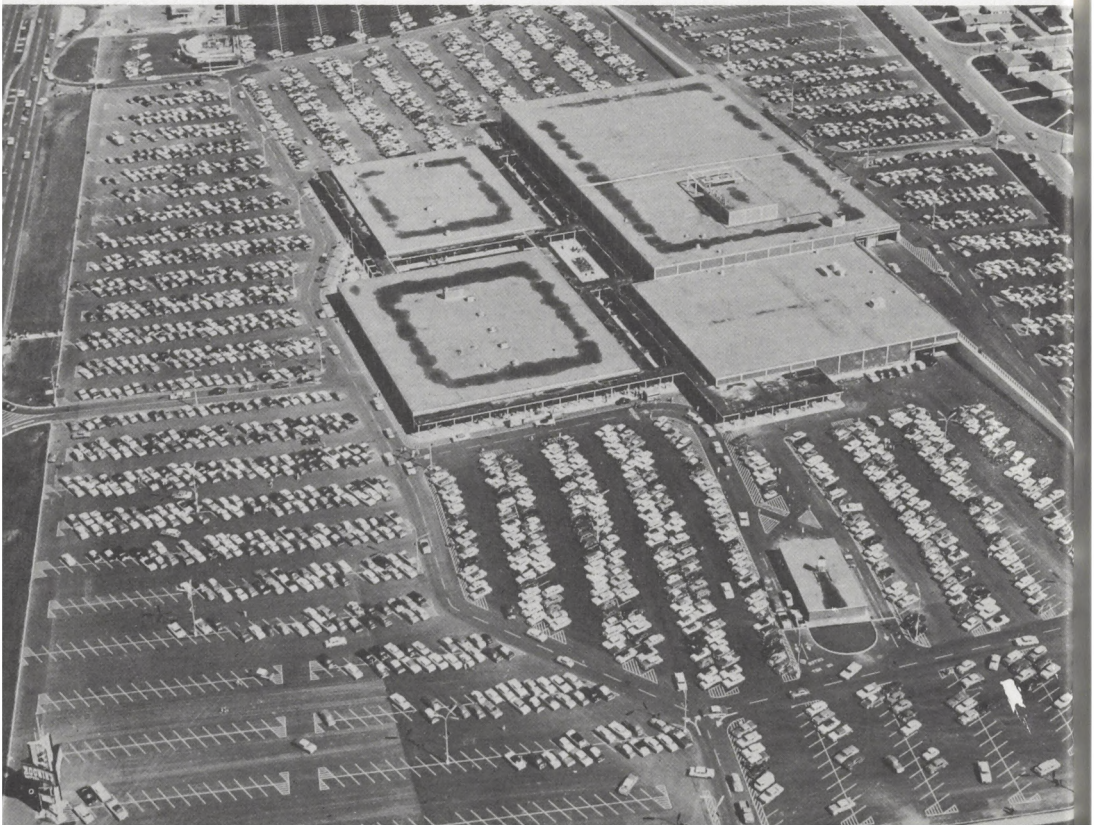
Kwik Kar Wash
718 - 7 Ave. S.W. AM 3-4019
Rocket Car Wash
5901 Macleod Trail CH 3-6319

TIRE SERVICE

Fisk Tire Service Co. Ltd.
(see ad above)
718 - 7 Ave. S.W. AM 3-4700



Calgary Shopping Centre
Chinook Shopping Centre





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Call the Barbecue Specialists

CALGARY CATERERS LTD.

1538A - 17 Ave. S.W.

Phone Ch 4-1176

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Barbecues

Weddings

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Parties

Serving Calgarians for 15 Years

ROCKET CAR WASH

(Open 8 a.m. - 9 p.m.)
and

SERVICE STATION

(Open 24 Hours)

Licensed Mechanics

All Credit Cards Accepted

Tourist Information

**Located on No. 2 Highway
Macleod Trail
South Calgary**

**WATCH FOR THE
GIANT YELLOW ROCKET**

**AUTHORIZED DEALER
FIRESTONE & GOODYEAR**

**PHONE AL 5-6311
58th Ave. & Macleod Trail**



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Archie Key, Allied Art Centre

Jack McDowall, Lake Louise

Canadian National Railway

Ken Ford, Industrial Coordinator,
City of Calgary

K. T. Hyde

The Glenbow Foundation

West Coast Airlines

Calgary Gray Line Limited



Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to 250,000 today, and with even the pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil

discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving thru planned areas such as Highfield you see the names that are familiar in any part of North America. Firms with home bases in United States, England, Germany and other countries have established plants in Calgary.

One of Calgary's Planned Industrial Areas



WELCOME to CALGARY

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM



HARRY HAYS
Mayor

K. S. FORD
Industrial Co-ordinator



In addition to assistance provided by Ken Ford, the Industrial Co-ordinator and Reg Lawrence, his able aide, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

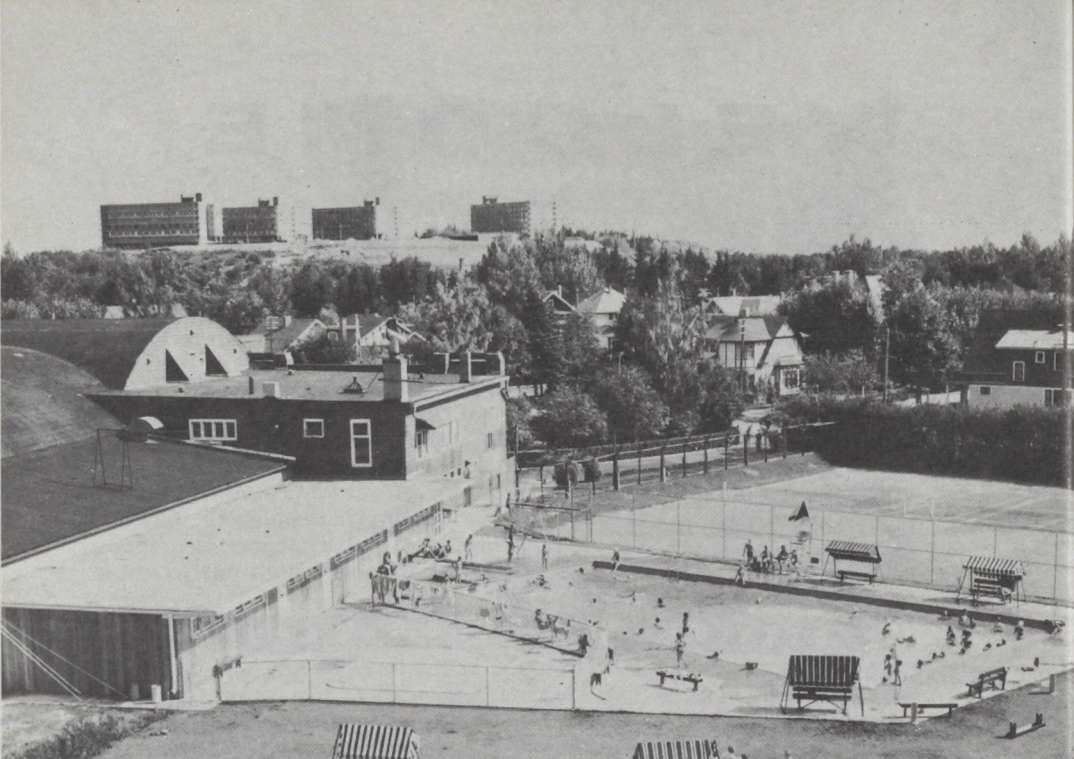
The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected

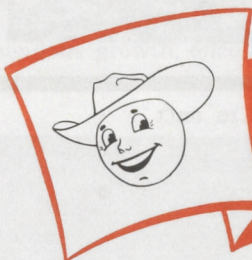
with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall Annex, Calgary, Alberta.



Modern Skyline Apartments in Calgary



Construction in Calgary

In the decade framed by the years 1948 and 1958, Calgary has compiled some astonishing figures in construction. Evidence of this astonishing development is shown in building permit figures. In 1948, the dollar value of all building permits was a comfortable 14 million dollars. Yet, when 1958 was finished permit figures had soared to a phenomenal 101 million dollars.

In the ten years involved, some surprising completions had been made. For your interest, listed below are just some of the many amazing developments Calgary registered in ten years.

- * 24,080 single family residences
- * 1,915 business buildings
- * 1,230 two family dwellings
- * 509 apartment blocks
- * 196 schools and churches

Naturally, such statistics are general, and fail to show many of the surprising developments in construction.

Downtown business construction, concealed in the figure 1,915 business buildings, accounted for many fine edifices. A new post office building, dozens of new office structures, numerous multi-car parking ramps actually provide far more of the actual results to the economy of the city than bare statistics indicate.

Over 24 thousand private homes in ten years is a fair record in itself, but the total value of that number of houses is astronomical. Many of the new homes are individually designed, architecturally planned and supervised.

**You'll Love
CALGARY**



*Its friendly people and cosmopolitan flavor. It's
a wonderful place to live, to work, to prosper.
When you decide to come to stay - talk
to a Co-op Realtor about the home
you'd like in any one of our
pleasant residential areas.
Select your new home from
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Photo-listings.*



132 Member Offices

CALGARY REAL ESTATE BOARD CO-OPERATIVE LIMITED

6 2 2 - 5 t h A v e n u e W e s t



Construction in Calgary

There are many project areas, of course, in the total. These are well-planned, complete areas. For example, the new district of Haysboro has 1,630 homes, 5 schools, 5 churches, 2 shopping centres, 5 service stations, and an apartment block section to make it a fully self-contained area.

The most significant feature of the construction field in Calgary has been the new business and office buildings. Currently under construction is the new Elveden Building, a 20 storey, air-conditioned office building. Imperial Oil has just completed a 17 million dollar extension to the Calgary refinery. Firestone Tire and Rubber Company have just completed a new 7 million dollar factory. A 20 million dollar sulphur process plant and a 5 million dollar chemical plant addition are only some of the many construction jobs that has given Calgary the lead among Canadian cities in this field.

Two prominent house building firms in Calgary have reversed the usual trend, having branched out into home construction in the United States. A new shopping centre, the largest in Western Canada, was completed two years ago. A similar centre is nearing completion, will be in operation by mid-summer.

Calgary has been a front runner in the construction field for several years. The present situation shows every indication that the leadership in construction will stay with the friendly foothills city.

REAL ESTATE

Calgary Real Estate Board	
622 - 5 Ave. S.W.	AM 3-0530
Lyle Bros. Ltd.	
Imperial Bank Chambers	AM 2-5033
Rich Realty Ltd.	
Downtown	AM 3-8310
Hillhurst	AT 3-5501
North Hill	AV 9-8481
Southwest	CH 4-0791
Sandall-Fraser Ltd.	
1102 - 8 Ave. S.W.	AM 9-2045

INSURANCE

Alberta General Insurance	
105 - 8 Ave. S.E.	AM 9-6646
Bannerman & McClelland	
529 - 17 Ave. S.W.	AM 9-6111
C. J. Campbell Ltd.	
603 Centre St. S.	AM 9-4331
Gordon F. Elves Investments Ltd.	
330 - 9 Ave. S.W.	AM 9-5521
Hutchinson & Scott Ltd.	
535 - 5 Ave. S.W.	AM 9-7721

BUILDING CONTRACTORS

Christiansen & Hansen Construction Ltd.	
3815 Bonnybrook Road	BR 3-2079

PAINTING AND DECORATING

Beale Decorating Co.	
116 - 16 Ave. N.W.	CR 7-1231

LUMBER

Crown Lumber Co. Ltd.	
927 - 10 Ave. S.W.	CH 4-0701

PLUMBING AND HEATING

Fred Deeves & Sons Ltd.	
1314 - 17 Ave. S.W.	CH 4-8951
A. J. Shrubsall & Co. Ltd.	
318 - 10 St. N.W.	AT 3-1714

ELVEDEN HOUSE
Calgary's Newest Office Building





Personal Services

So often, the little extras count so much in making a visit the enjoyable stay it should be. For that reason, you will find the many personal services you may want always available in Calgary.

We've listed a variety of services for your personal needs. You will find them convenient, with prompt service to take care of your requirements the way you like it.

BEAUTY PARLOURS

Eduard's Beauty Salon
125A - 6 Ave. S.W. AM 2-2979
Otto's Lady Fair
Calgary Shopping Centre
AV 9-4758

BARBER SHOPS

Jack's Barber Shop
706 - 3 St. S.W. AM 3-2199

DRY CLEANING & LAUNDRY

Palmer's Ltd.
2711 - 14 St. S.W. CH 4-1111
Rosdale Cleaners
439 - 16 Ave. N.W. CR 7-0777
Templeton's Ltd.
615 - 17 Ave. S.W. AM 2-2419

ELECTRIC SHAVER SERVICE

Tom Moody Co. (Calgary) Ltd.
1106 Centre St. N. CR 7-0701

FLORISTS

Campbell Floral
321 - 7 Ave. S.W. AM 3-8420
Terrill's Flowers
809 - 1 St. S.W. AM 2-3812
Petal Flower Shop
127 - 6 Ave. S.W. AM 6-3066

ADVERTISING

Nattall & Maloney Advertising
108 - 12 Ave. S.W. AM 9-3054

PRINTING

Albertan Printers
10 Ave. & 8 St. S.W. AM 9-3544
Humphries Printing Ltd.
2212 - 4 St. S.W. AM 2-3054
Lithokraft Press Ltd.
4303 Airport Road CR 7-0751

STATIONERY STORES

Lewis Stationery
620 - 9 Ave. S.W. AM 6-4676
F. E. Osborne Ltd.
112 - 8 Ave. S.W. AM 2-2585
Willson Stationery
323 - 8 Ave. S.W. AM 9-6911

TRAVEL AGENCIES

Burritt Travel Service
625 - 3 St. S.W. AM 9-3791
Thos. Cook & Son
702 - 2 St. S.W. AM 3-6570
P. Lawson Travel
119 - 7 Ave. S.W. AM 3-4810
Western Travel Agencies
133 - 6 Ave. S.W. AM 6-6191

You will enjoy
your trip more
after a
beauty stop at

OTTO'S



TOP SERVICE AT REASONABLE RATES

Otto's "Lady Fair"

Calgary Shopping Centre AV 9-4758

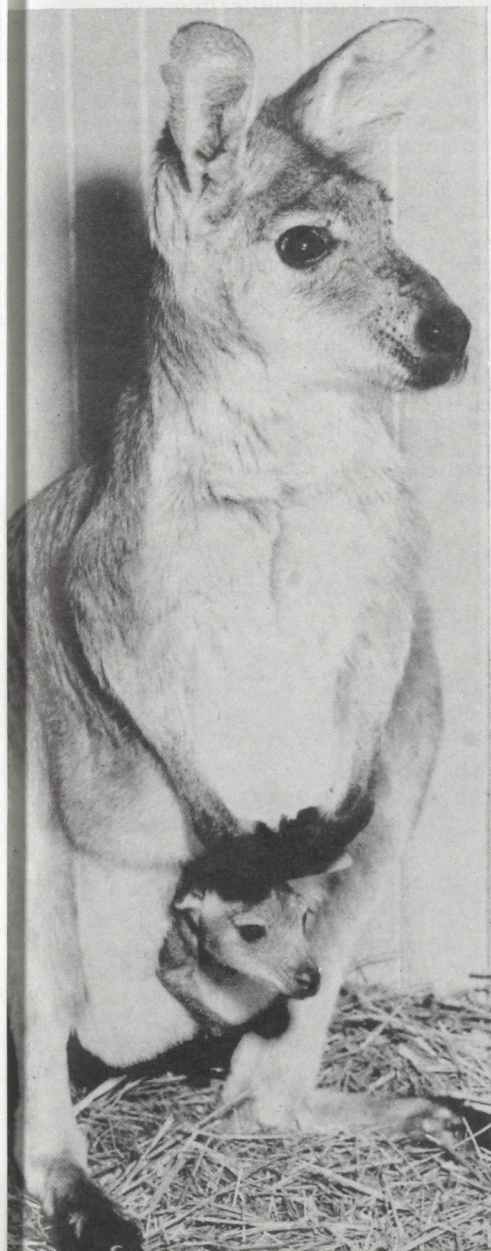
Otto's Hairstyles

607 - 1st Ave. N.E. AM 2-5653

Otto's Beauty Bar

1719 - 17th Ave. S.W. CH 4-4488

Calgary's Most Modern Beauty Shops



The friendly Wallaby joins 1000 other live exhibits in the Calgary Zoo to make your visit a pleasure. Be sure to take your camera, and allow enough time to see all of Canada's largest and finest zoological gardens.



LOWEST PRICES ON

ROYAL ALBERT BONE CHINA

(CHINA AT DOWNTOWN STORE ONLY)

NICE RANGE OF ENGLISH
WOOLLENS, SWEATERS,
SKIRTS.

119 - 8 Ave. W. AM. 2-7262
and
Calgary Shopping Centre
AV 9-3909



Fishing in Calgary

A city nestled in rolling foothills country, with many creeks and rivers, and nearby lakes, Calgary is an ideal fishing centre. However, like any popular fishing area that not only has thousands of local fishermen, but also attracts added thousands of enthusiasts, good fishing spots are where you find them.

With the world's largest trout hatchery right in Calgary (for details see Points of Interest), waters in all directions around the city are stocked regularly.

There is no closed season on fishing in Alberta. Some waters are closed from time to time to permit fish to reach maturity, but such are always listed in the official regulations.

The following list gives you an idea of the variety of fish to be found in the Calgary area.

Trout, Grayling and Rocky Mountain Whitefish; includes cutthroat,

rainbow, Kamloops, Loch Leven, brown, Dolly Varden, speckled, hybrid, Arctic and Montana grayling, Rocky Mountain Whitefish.

Lake trout, meaning salmon or Great Lakes trout.

Pike, Pickerel, Perch, Goldeye.

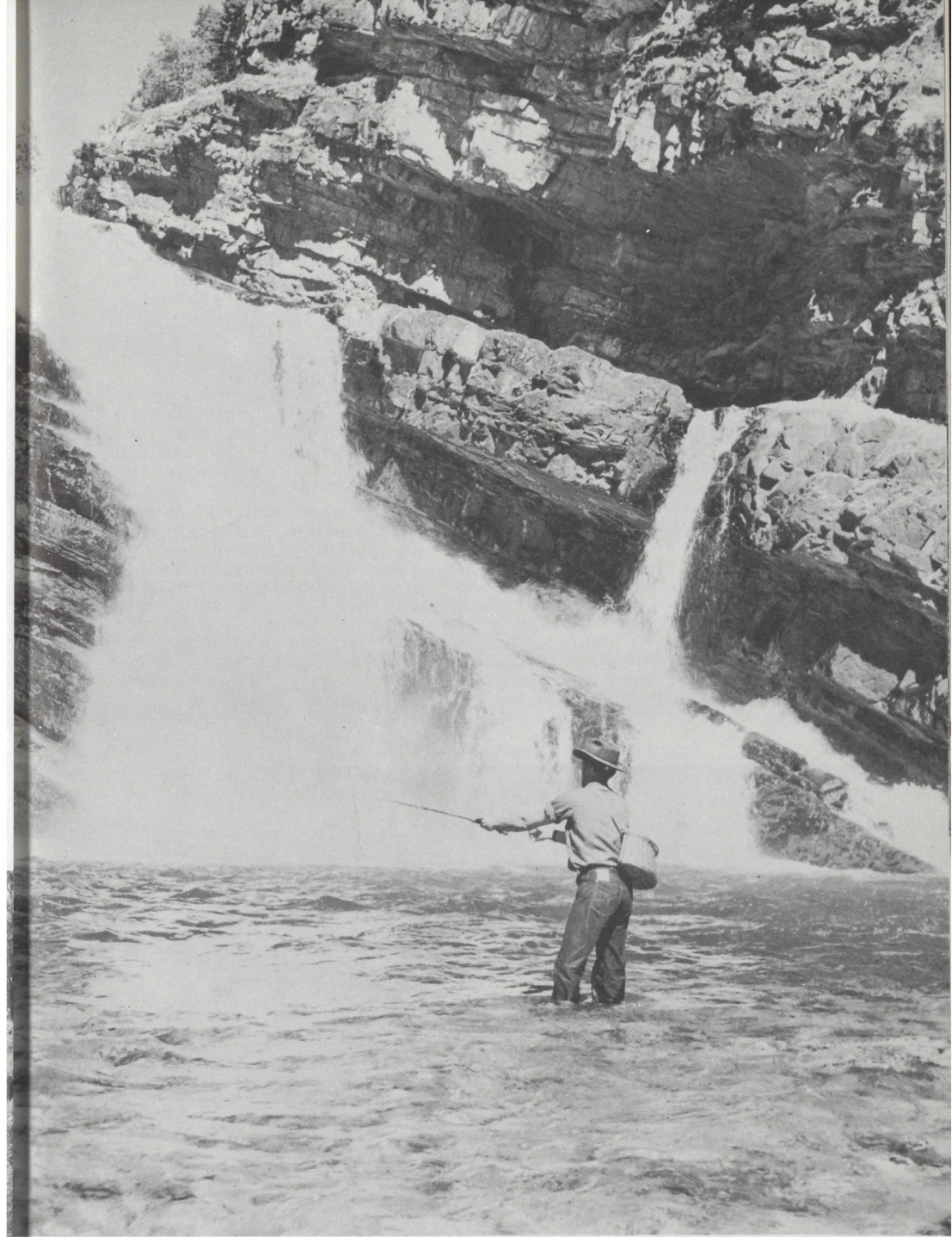
Angling permits are required by all persons over 16 years of age. The annual fee is \$1.00 for residents and non-residents alike. Be sure to ask for your copy of the official regulations and maps when purchasing your license.

Don't miss a visit to the Trout Hatchery (see Points of Interest) on your visit. Ardent fishermen of all ages are fascinated with the workings of the hatchery, and the many live exhibits on display in the pools.

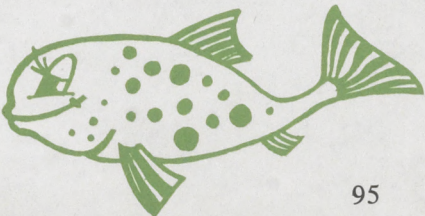
For more details, directions, or maps, call at any information centre. Drop in at Hospitality Centre, Mewata Park, any time for all particulars.

Happy fishing!





Fishing and Scenery Match in Alberta



Alaska Highway

Calgary is a natural stopover on the road to Alaska. Superb paved highways from every direction converge on Calgary, lead north to the fabulous Alaska Highway. Only 555 miles to Dawson Creek and Mile Zero.

If you have a taste for adventure and like driving through wilderness country almost untouched by the hand of man, then a wonderful journey awaits you along the Alaska Highway.

It's a long trip — 1,523 miles from Mile "O" at Dawson Creek, British Columbia to Fairbanks, Alaska — but the highway ranks high on the list of world renowned vacation routes. Some 1,221 miles of the road lies in Canada.

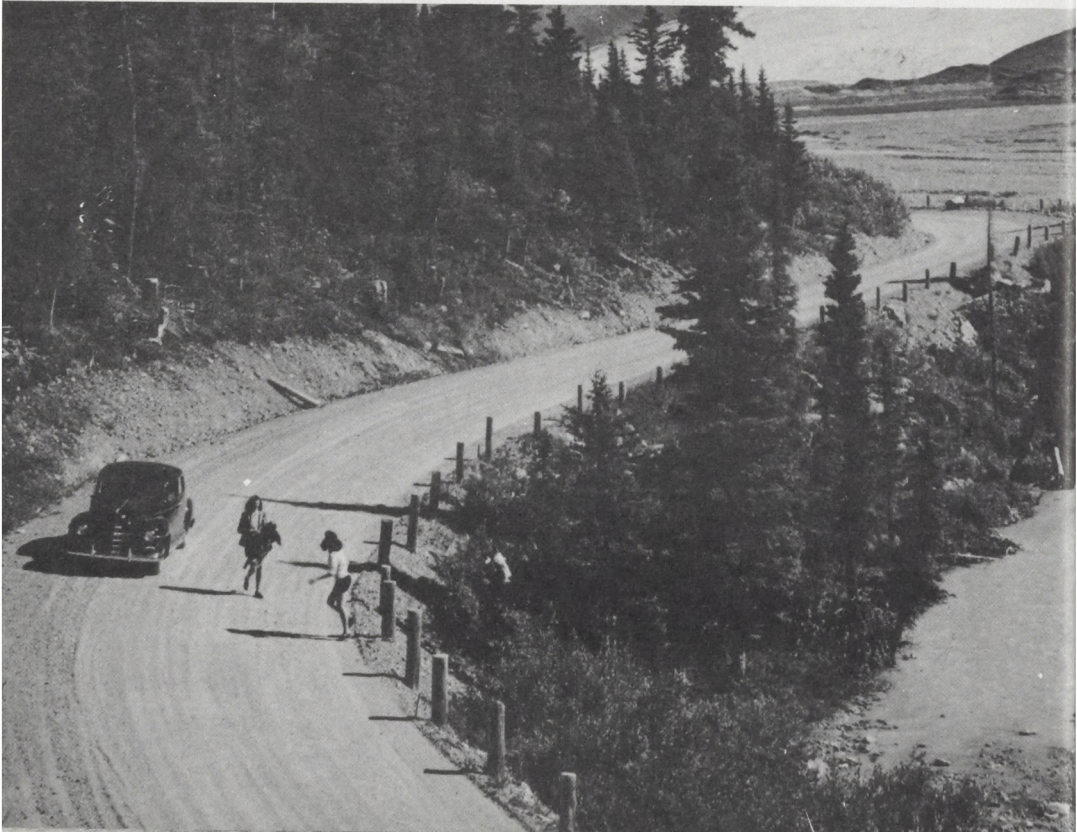
From Dawson Creek, B.C. where the road proper starts, you'll penetrate a land of mystery and enchantment. You'll drive through a densely forested Rocky Mountain region, past silent, tree-lined lakes, along spruce and birch-clad river valleys where the only sign of

habitation is small outposts, mining projects and highway construction camps.

It's an exciting, rugged land, rich in scenic beauty, and remote from civilization; and it's a sportman's paradise.

For anglers, fishing in the swift running streams, and in the clear, icy northern lakes is a superb sport. You may stop along the way and try your luck with fighting Arctic grayling, northern pike, pickerel, lake trout and giant rainbow trout; and in season the hunter will find moose, deer, bear and other big game in abundance.

Key to a successful and carefree highway vacation in the Yukon is careful planning. Schedule your trip along the Highway for the period from June to October. At other times of the year you may experience extreme winter cold and during spring thaws driving is sometimes uncomfortable and difficult for a pleasure trip. The road, however, is open all year long.





Along the Rugged Alaska Highway

The Alaska Highway is not a paved road, but a gravelled all-weather highway on which dust conditions are bound to be encountered in dry weather. The road alignment, grades and sight distances are good and it is possible to average an ordinary day's driving on the Highway. You can also plan on having up to 20 hours of daylight in this country during the summer period.

Mosquitos may be encountered in some areas but if you carry a supply of some of the modern repellents they won't mar your trip in any way. It's best to remember, too, that nights in the northern

mountain regions can be quite cool, even in mid-summer, so if you're planning on camping along the Highway, come prepared with a set of blankets and some warm clothing.

Hotels, stores, meals, gas, oil and repairs are available at convenient stops along the entire route, and if you like to camp out there's plenty of opportunity, including ten prepared camp-grounds with cooking and other facilities in the Yukon section.

It's all so easy to reach from Calgary. In fact, you can see it all from Calgary.



HUNTING

BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

- Antelope
- Caribou (Woodland)
- Bear (Black & Grizzly)
- Deer (Mule)
- Elk
- Mountain Goat
- Big Horn Sheep
- Moose

Guides are required. For full information write to any of the following. As members of Alberta Outfitters Association, they will supply you with full details as to rates, seasons, etc.

Stan Burrel, Box 350, Sundre, Alberta, Phone R410.

Leonard Jeck, Jasper, Alberta.

Glen Kilgour, Bearberry, Alberta, Phone R508.

Calgary, the hub for every type of transportation, centres an area of fine game hunting. Details are also available at any time from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available thru the Calgary Tourist and Convention Association, Hospitality Centre, Mewata Park, Calgary, Alberta.



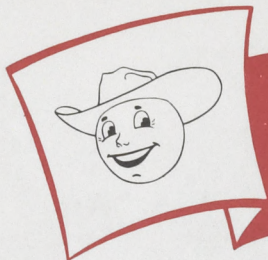
Hunting is Good in Calgary Area

A new thrill has been recently added for big game hunters. The majestic buffalo, at one time nearly extinct, have multiplied rapidly in huge grazing ranges in Alberta and the North West Territories. Because of this, a limited number of permits are issued yearly for hunting this dangerous game. Hunters interested should be prepared to bring enough gun — and know how to use it! A 30-06 or heavier is necessary to bring down these mean-tempered, rugged animals. Guides are essential.

For details in full, contact —

- Brewster Buffalo Hunts,
Box 99,
Banff, Alberta.
- Stan Burrell,
Box 350,
Sundre, Alberta.
- Calgary Tourist & Convention
Association, Hospitality Centre,
Mewata Park,
Calgary, Alberta.

You'll find the type of game and the sort of hunting you want within easy reach of Calgary.



Ranching in Calgary

Calgary has grown up with the ranching industry. Before the turn of the century, ranchers found the climate, ample water, and the famous Alberta short-grass was a perfect combination for raising fine stock. From the hardy pioneers who founded ranching in the area, has come a heritage carefully observed today. Today, as the centre of a vast ranching area, Calgary is truly the hub of Canada's ranching industry.

From showplaces like the famous E. P. Ranch, to everyday working ranches, cattlemen have worked continuously to produce only the finest in livestock. Evidence of their success is shown in nearly 100 million dollars worth of livestock passing thru the Calgary Stockyards in 1960.

Alberta stock have established records in show rings all over the continent. Alberta Herefords, for example, have shown remarkable results.

*Out-weighted all breeds, at 1,650 to 1,800 pounds at 2 years.

*Gained 2.25 to 2.6 pounds per day since birth.

*Out-sold all breeds at the Calgary Spring Bull Sale, with an average of \$806.00.

*Produced the Grand Champion steer of all breeds at the Royal Winter Fair, Toronto.

*Awarded Grand Champion car-load steers over all breeds at Royal Winter Fair, Toronto.

*Produced, at \$8,000.00 the highest priced bull in Canada at the Consignment Sale, Calgary.

Visitors are always welcome at the friendly Alberta ranches. Some even have guest facilities to allow you to enjoy your visit by staying, at nominal cost, right at the ranch.

The ranching growth in the Calgary area has been directly responsible for the huge meat packing industry in the city. Every major packing firm in Canada has a plant in the city. One of the largest, Burns and Company, headquarters their Canada-wide operation right in Calgary. The Calgary stockyards, centre of the livestock market in the city, is the second largest in the Dominion. Total billing in 1960 was nearly 100 million dollars.

Calgary has long been a city with a keen interest in one of the largest and most interesting fields—ranching. Evidence of this is the western theme so prominent, even in places of business. From the ranching industry has come the warm hospitality and friendly people who maintain the western spirit. In fact, Calgary is proud to be known as the "Cow town".



CATTLE MEN!

YOU CAN BE SURE WITH ALBERTA HEREFORDS
GROW OUT TO TON BULL DEEP RED MEAT FLESHING
BONE GOOD LEGS TYPE PROFITS

FOR A FREE PERSONAL INSPECTION OF THE TOP BREEDERS IN ALBERTA,
SIMPLY CONTACT THOSE LISTED BELOW

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Phone 2211
E. D. Noad, President
High River, Alta.
Phone 9113-12



Wm. Yule, Export
Olds, Alta.
Phone CR. 7-4023
Calgary
L. W. Bond, Sec.-Treas.
1729 - 12 St. S.W.,
Calgary
Phone CH. 4-1423

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THE ALBERTA HEREFORD ASSOCIATION

1729 - 12th STREET S.W., CALGARY



Ideal Ranching Near Calgary



Agriculture in Calgary

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complimentary industries. Today three large flour mills and a huge malting plant operate within Calgary city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.



Double Harvest, Oil and Grain

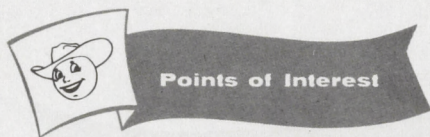


LOOK FOR THIS SIGN



ASSOCIATE MEMBER ALBERTA TOURIST ASSOCIATION

It's your assurance of dependable, courteous service



CHINOOK SHOPPING CENTRE —

Macleod Trail at 66 Avenue S.W.

A 12½ million dollar centre. From department store to bowling alley, and from fine restaurants to unusual specialty shops, this just-opened centre features a delightful mall to make shopping a pleasure. Plenty of parking (3500 cars) makes this an easy and pleasant location for shopping enjoyment.

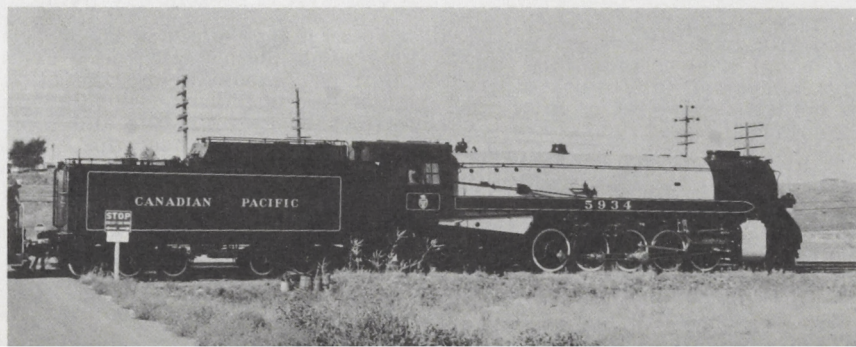
5900 LOCOMOTIVE

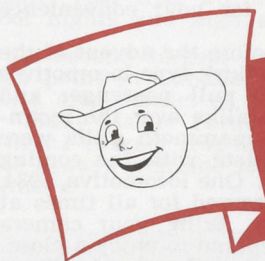
The largest steam locomotive in the British Empire sits proudly on display in Mewata Park. A minia-

ture railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of the diesels. One locomotive, 5934, has been preserved for all times at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.

There is more — much more. To see the city at its best, ask for a city map outlining the tour of the points listed above. The "White Hatter" tour signs make it easy for you to enjoy all of Calgary — the city with everything under the sun.





Aviation in Calgary

Around the world, air transportation has increased at an unprecedented rate, and Calgary has kept pace with the phenomenal expansion.

Calgary Municipal Airport — McCall Field — has facilities to handle all types of modern aircraft — and is already building for types still on the planning boards.

Sitting high on a hill, six miles from city centre, there are none of the usual power poles, tall buildings, telephone lines or obstructions so bothersome to many municipal airports.

In 1956, a terminal building was opened for operation at McCall

Field. Looking ahead, planners incorporated many unusual features in the new terminal. Roomettes, for stop-over passengers, a post office, quick service coffee shop or leisurely dining room, modern cocktail bar, complement the required control tower (with full radar equipment) weather office, radio range and technical equipment that is essential to present day flying.

Four major airlines serve Calgary. Canadian Pacific has a daily flight to Vancouver and the other major connections. Trans-Canada Airlines bring main line and feeder connections all over the world. Western Airlines make daily flights to Calgary from such centres as Los

Angeles, Las Vegas, and Great Falls. West Coast Airlines provide daily direct connections to Spokane, Seattle and all major Pacific Coast centres.

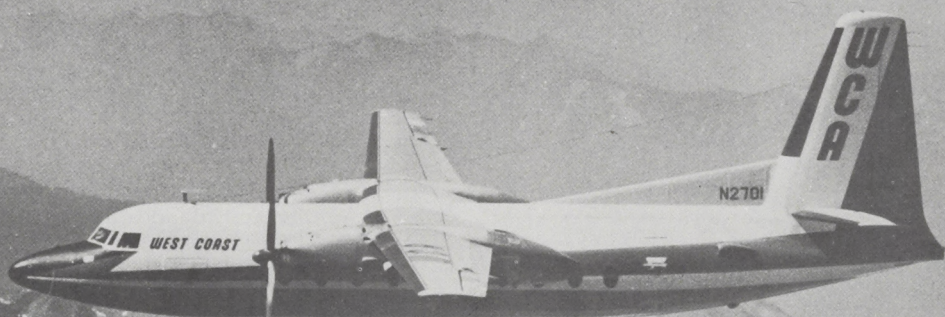
Private aircraft are not overlooked in Calgary either. The largest fleet of privately owned aircraft in Canada make Calgary their headquarters. More than 100 non-airline, non-military planes are stationed in Calgary. Huge hangars, repair depots, service operations all maintain this fleet of private airplanes the year round. The Calgary Flying Club, over 30 years in operation, continues to train and educate in the art of aviation.

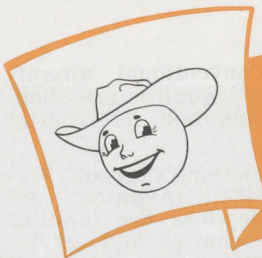
Charter operations, too, use McCall Field facilities as a base of

operations. Conventional aircraft and helicopter service are both available at any hour for charter service.

Foothills Aviation, Chinook Flying Service, Field Aviation, and Spartan Air Services are familiar names in the charter and service fields in Calgary.

Calgary will be ready, as aviation continues the inexorable march of progress, to keep pace with new innovations. In fact, Calgary is prepared to maintain the leadership in progress among Canadian cities. Calgary, originally a "Cow town", has taken to the world of flying with gusto and planned preparation.





Oil and Calgary

It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then, the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, nearly 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

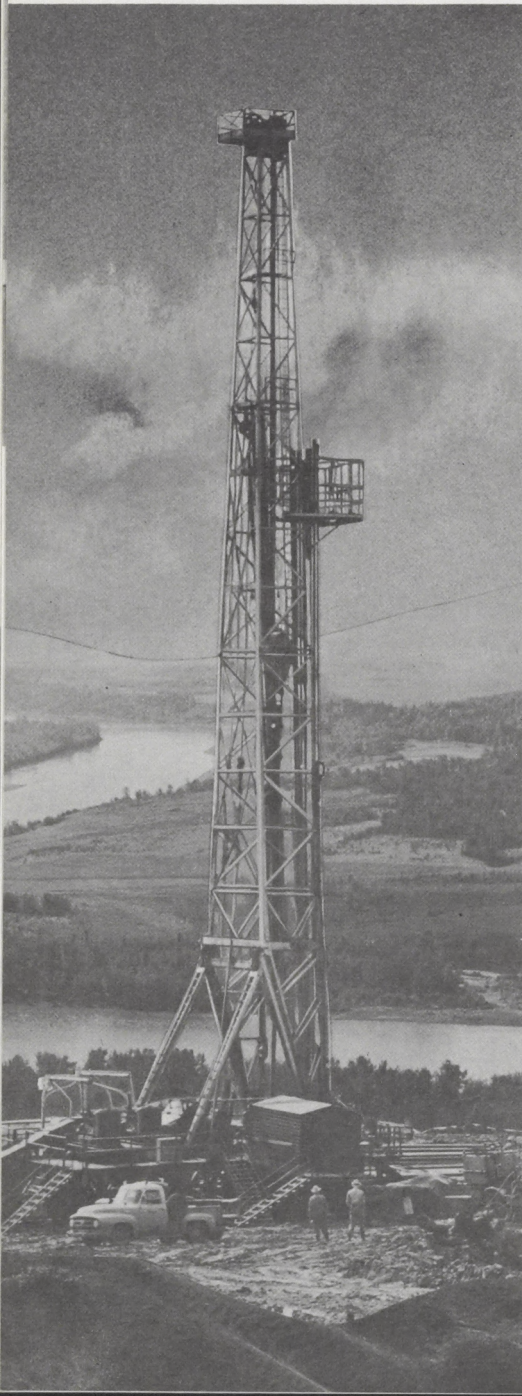
There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada, additional benefits to the city are already beginning to appear. A huge pipe mill is steadily turning out the necessary pipe for the program.

By-products, such as sulphur, fertilizers, rubber and plastics are part of the new development in industry giving Calgary a furious industrial growth rate.

Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry, live in the city of Calgary. In fact, under the jurisdiction of the United States Consulate in Calgary, there are over 87,000 American citizens, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.



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24-HOUR *Service*

A SPECIALIST IN EACH DEPARTMENT FOR YOUR NEEDS

11th Avenue and 1st Street West

Calgary, ALBERTA

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STEERING ALIGNMENT — BRAKE — CARBURETOR AND ELECTRICAL



Business Section in Canada's Oil Capital



Banff National Park

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountains, wearing their snow shawls even in the warm summer, would be enough for most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become access-ories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

Banff the beautiful awaits your pleasure.

SEE THE ROCKIES

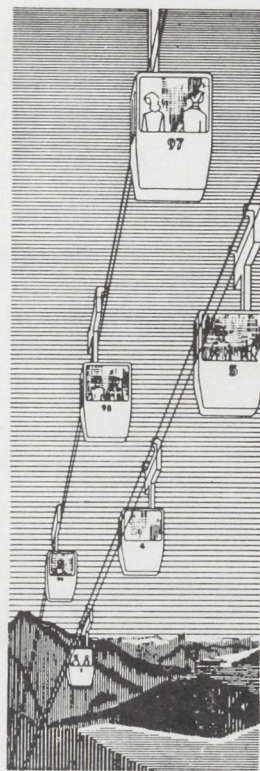
*Do not only drive
through them!*

TAKE THE Gondola Ride

to the top of

- **BANFF**
- **SULPHUR**
- **MOUNTAIN**

to get a 360° Panorama of a sea of ranges, valleys and lakes and a bird's-eye view of the lovely town of Banff sitting like a jewel on the bank of the Bow River.



Unobstructed view from the fully glassed-in gondolas. You are free to move around to take **PICTURES IN ALL DIRECTIONS**. A moving picture taken as you glide along to the mountain top will be one of your most cherished holiday souvenirs!

●
**EVERYBODY FROM BABY TO GRANDMOTHER CAN GO
IN SAFETY AND COMFORT**
●

This most modern type of a lift was exhibited at the Brussels World Fair. It is the **FIRST ONE** built on the **NORTH AMERICAN CONTINENT**. Others are in operation in many of Switzerland's most famous tourist centres.

In Banff It's
THE HOMESTEAD HOTEL
AND DINING ROOM

And Directly Across the Street
THE NEW GAMMON MOTEL

54 Units — With Combination Tub and Shower

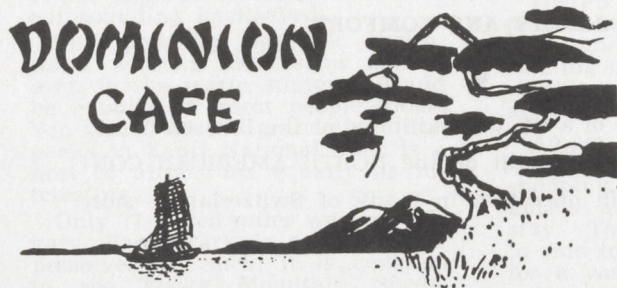
Ample Parking — Town Centre Location

Phone PO 2-3344 - PO 2-2151

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Mile-high Golfing at Banff



SPECIALISTS IN
CANADIAN AND
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FOR DELIVERY PHONE PO 2-2520 — Banff Avenue — Banff, Alberta



the Banff Chairlift on Mount Norquay

**invites you
to enjoy Banff's most scenic view!**

**CONVERTIBLE CHAIRS, OPERATING SUMMER AND WINTER, LOWEST
RATES, FIVE MINUTES OFF THE TRANS-CANADA HIGHWAY.**

**A PICTURE SIMILAR TO THIS IS TAKEN OF YOU
WHILE YOU RIDE THE CHAIRLIFT**

**BEAUTIFUL MOUNT NORQUAY LODGE AT THE BOTTOM OF CHAIRLIFT
UPPER TERMINAL TEA HOUSE**

BANFF (in the Canadian Rockies), ALBERTA, CANADA

PROPOSED SITE OF 1968 WINTER OLYMPICS



Canadian Rockies

Year 'round Sightseeing Trips and Taxi Service

Park Your Car and Take a Sightseeing Bus

BREWSTER-ROCKY MOUNTAIN-GRAYLINE LTD.

Phone PO 2-3366

Banff, Alberta

Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparklingly alive, youngsters of a wide variety

of animals make their wobbly-legged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-to-nature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.

Ann Boon's Olde Curiosity Shoppe

(IN MT. ROYAL HOTEL BLOCK)

Rare Gifts, China, Jewellery, Watch Repairs

BANFF, ALBERTA

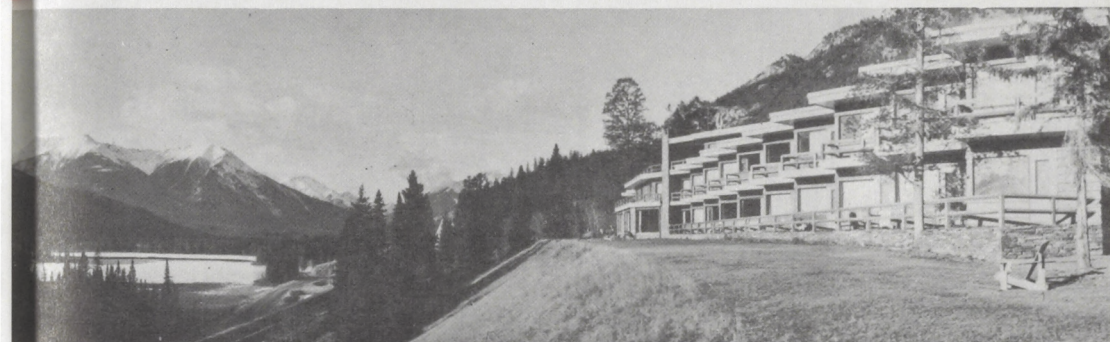
THE MOUNT ROYAL BEAUTY SHOPPE

(ACROSS THE STREET FROM BANFF CAFE)

MODERN EXPERT ATTENTION FOR MY LADY'S NEEDS

Ann Boon, Owner-operator — Ph. PO 2-3555

*Mount Royal Barber Shop Adjoins
to Care for Your Menfolk*



Timberline Hotel, on the Trans-Canada Highway, Banff



**Buffalo
In Banff
National Park**

Scratch's Banff Bungalows



INVITE YOU TO THE
BEAUTIES OF THE ROCKIES
LOCATED ON TUNNEL
MOUNTAIN, 240 FEET
ABOVE TOWN OF BANFF
4,748 FEET ABOVE SEA LEVEL
ENJOY AN OPEN FIREPLACE
P.O. BOX 519 BANFF
PHONE PO 2-3544



Winter Beauty at Lake Louise

Lake Louise

The scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.



RIDE THE WORLD'S LONGEST SEDAN LIFT

In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with the famous Lake Louise group of mountains in the center.

North side of Trans Canada Highway,
200 yards East of the Pipestone River
bridge.

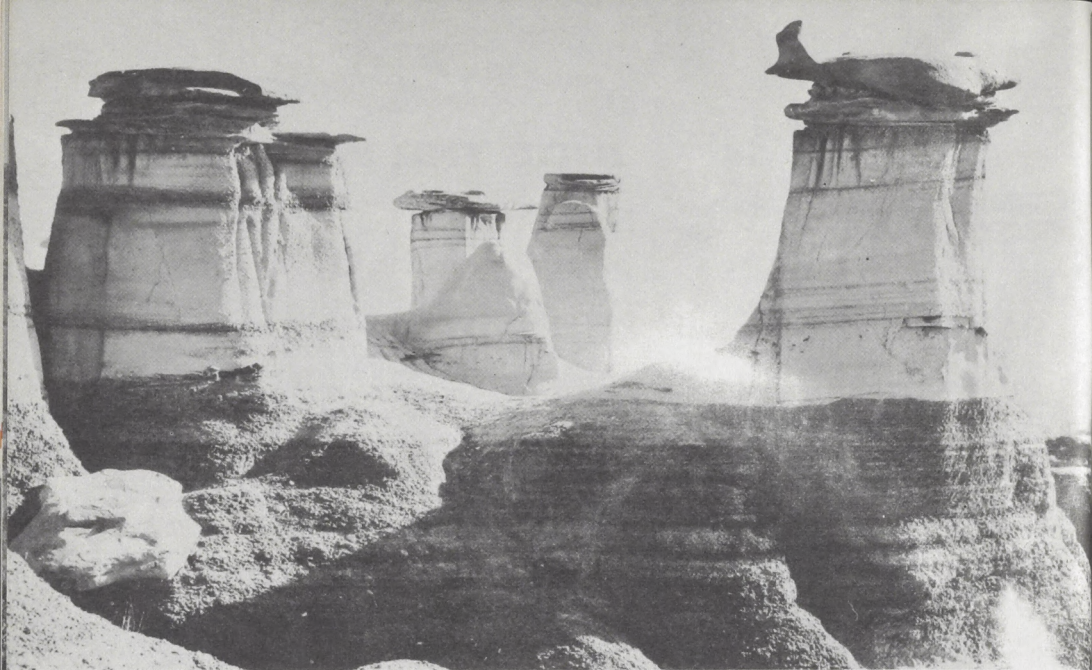
Spectacular Scenery
Comfort and Safety
Twenty Minute Ascent
of 1,600 ft.
Completely Enclosed

Two Passenger Sedans
Long Ski Run
Enclosed Observatory
Mountain Coffee
Shop

**Tremendous Skiing Facilities from
November to May**

The Incomparable Lake Louise





The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favourite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystalized shells and other interesting souvenirs. You get

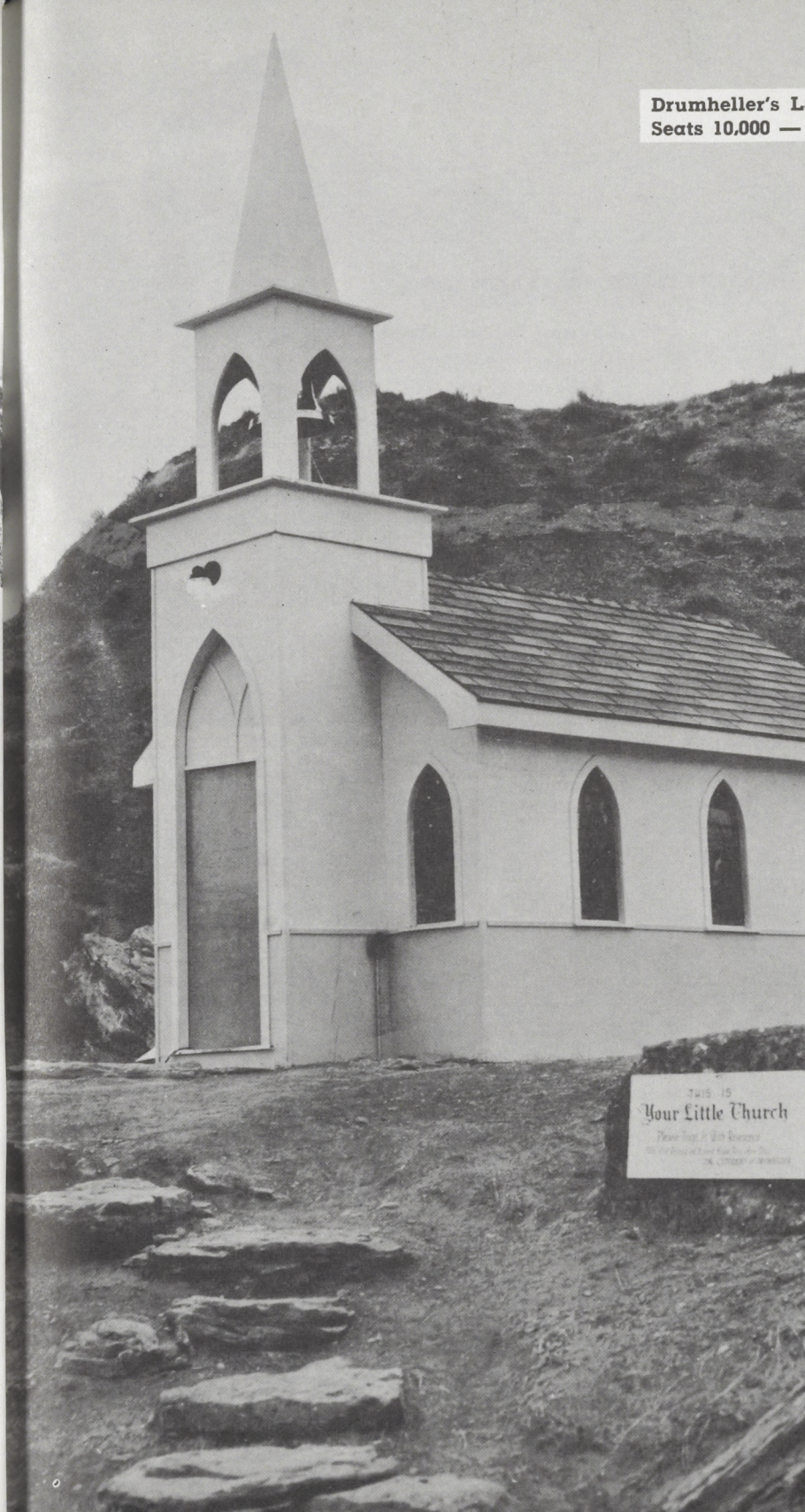
a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favourite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".

Drumheller's L.
Seats 10,000 —



THIS IS
Your Little Church

Please Trust It With Resources
The City of Drumheller
ON CITIZENSHIP OF DRUMHELLER

The Roamin' Empire

of Emperor "Sunny Albertus"



By Ken Liddell

Southern Alberta is a Roamin' Empire of hundreds of miles of fine highways and exciting trails crammed full of interesting sights, geographical, historical, economical.

It's a regular colosseum of a country.

Crowding the galleries are friendly people anxious to show guests the things of which they are so proud and to have the visitor enjoy that western hospitality which makes Southern Alberta such a fine place to live in.

Calgarians are happy to extend an invitation to our guests to wheel their chariots over these highways and byways, to enjoy the scenery and the attractions of a great stretch of country that is distinctive in Canada.

The Roamin' Empire is a challenge to enjoy a holiday of discovery. Follow the 160-mile-long forestry road through the eastern slopes of the Rockies. Learn more, along this eye-opening highway cut through virgin timberland, of the conservation project designed to feed the rivers of the whole west.

Explore the trails of the foothills that rise like an escalator to the west of High River, Nanton, Pultenay, Claresholm, to watch the cowboys at work and enjoy the peaceful pastoral scenes of the range.

To the south, along the Southern Trans-Canada Highway, view the wonders of the Crow's Nest Pass and the tragic site of the great Frank Slide.

Let your desire to enjoy nature at its best lead you through the green, rolling hills of Cowley and into Waterton National Park in the mountains.

Visit historic Fort Macleod, where what today is the Royal Canadian Mounted Police, the world-famous force of which Canadians are so proud, established law and order in 1874 after a march of 1,000 sun-searing miles across the prairies.

Go on to cosmopolitan and metropolitan Lethbridge and into the land where the irrigation ditch brought prosperity and variety of crops symbolized by the great white house that is the sugar factory at Taber.

Should your route lead eastward from Calgary over the Trans-Canada Highway, take the time to follow the paved finger that leads to the badlands of Drumheller.

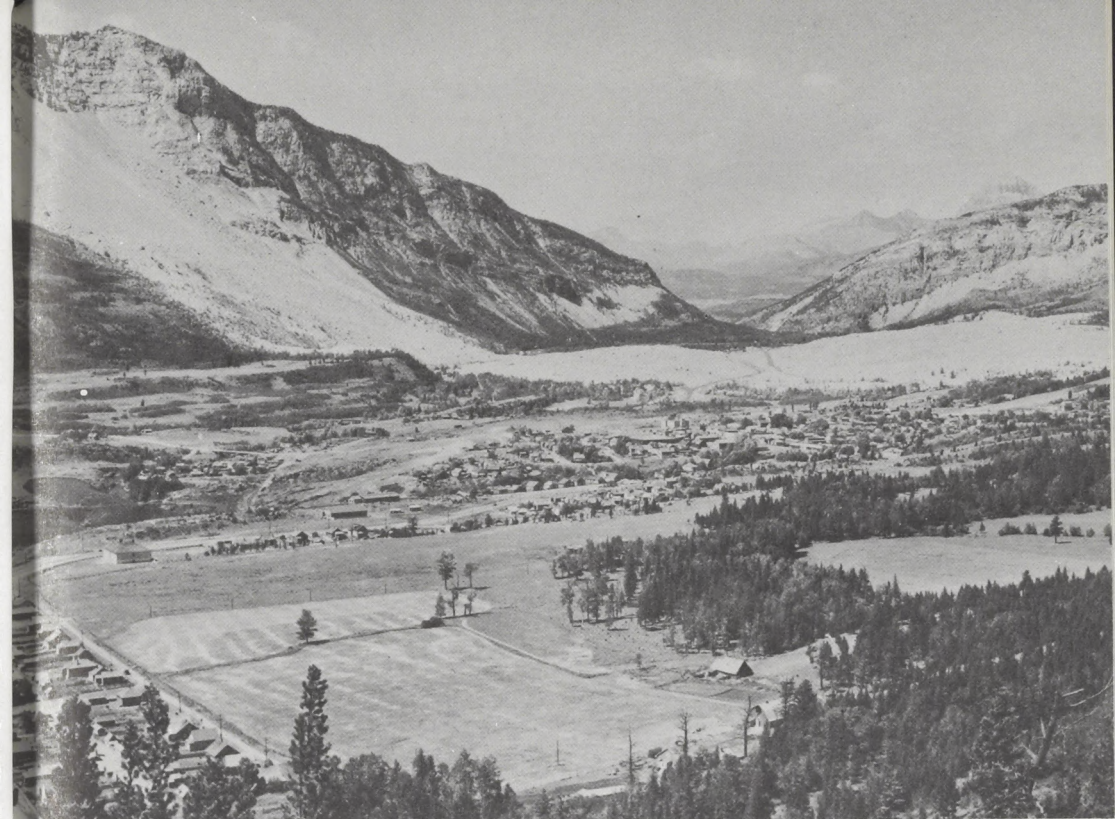
Pause at Bassano and Brooks to learn more of how our irrigation brought new life to weary refugees from less fortunate areas of the West.

Ask questions your hosts will be glad to answer. Learn more of how irrigation turned bare, flat prairie into an oasis of trees, learn of the empire of upland game birds and you'll want to return in fall to enjoy the hunting and colorful scenery.

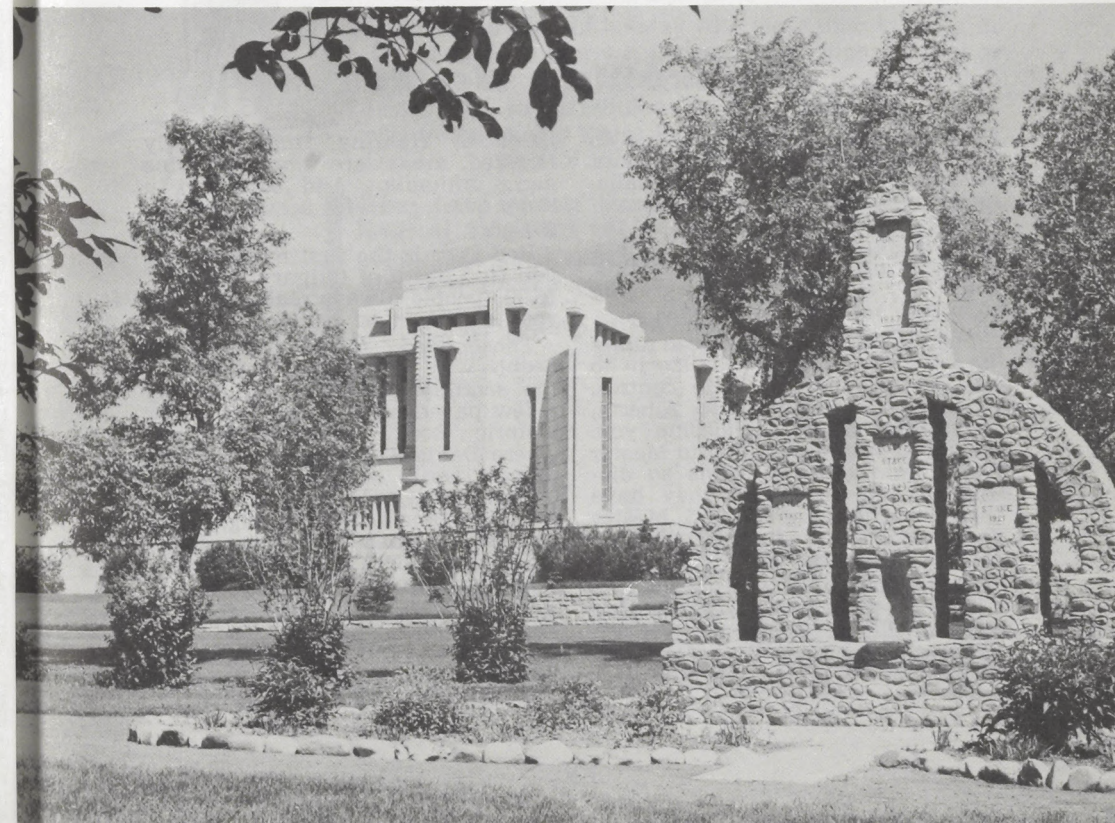
Make your way to Steveville, site of a soul-shivering provincial park that seems to have been created of craters of the moon.

As you reach Medicine Hat, which Rudyard Kipling said had "all hell for a basement" because of its natural gas, enjoy the beauties of a fine city on banks of the Saskatchewan River, make it your headquarters for a trip into the picturesque Cypress Hills.

To enjoy all of the Roamin' Empire is to want to come back to the land of the green carpet that is always out . . . in true western welcome.



The Awesome Frank Slide in the Roamin' Empire
The Roamin' Empire's Majestic Mormon Temple at Cardston





Highway Two — Northbound

Travelling North

Highway No. 2, arrow straight to the north, leads you thru much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many var-

ieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 16,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers' haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!



Background is view of Alberta University Campus and Buildings from the City.

You're always welcome in
EDMONTON
 Heart of Canada's
 great north-west!

Here is your kind of holiday with more time to enjoy it. Travel to Edmonton by modern, paved highway, rail or swift jetliner. Just a few hours drive from beautiful Jasper Park in the fabulous Rockies, Edmonton is gateway to the mighty Peace River country, land of 12-foot Davis . . . start of the scenic Alaska Highway.

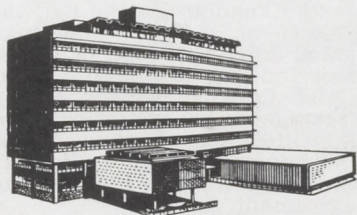
The world's finest steaks from Alberta's own prize-winning range-fed beef, luxurious accommodation at reasonable hotel and motel rates . . . all tempt you to stay 'just a while longer'.

Swimming, golfing in the city with bountiful hunting and fishing a few miles from Edmonton appeals to everyone.

MAYOR

17 HOURS OF SUNSHINE
 More time for fun . . . 17 hours of sunshine by the end of June, plus the long twilight hours.

The City of
Edmonton





Steveville Badlands

Travelling East

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftan who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. A land, too, almost desert before irrigation came, that now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage.

Brooks is truly Canada's pheasant headquarters. Huge pens form a pheasant hatchery, turning out thousands of game birds yearly.

North and East of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steeveville Provincial Dinosaur Park. Badlands at their "baddest," as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Harvey, one of Canada's leading amateur palaeontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried thru this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous

Suffield development of the Canadian Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass thru the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because the cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the place "Saamis", meaning headdress of medicine man. Today, wags affectionately call the city "Pharmaceutical Chapeau."

A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.

MEDICINE HAT — "The city with all Hell for a basement"





Old Fort Macleod

Travelling South

As you head south from Calgary, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

The Big Ditch — Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

Avenue of Trees — Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns — a man who planned for the future in a tangible, attractive manner.

High River — Here's a pleasant town with a proud background in the history of Alberta. A town whose people still observe the warm, friendly traditions of the old west. The centre of many huge ranches and fine farms, High River is also the lead off point to the famous Duke of Windsor ranch. Camp and picnic facilities, a swimming pool and willingly helpful citizens make a stop here a memorable part of your trip.

Nanton — A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop-over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

Driftwillow Ranch — About 73 miles from Calgary, you'll notice three grain elevators, sentinels of Pultenay. A sign on your right reads "Driftwillow Ranch, 4 miles". Turn west on a good gravel road to Driftwillow, the home on a ranch. Many intriguing items in the Oxbow Room, and in the immediate area. The ranch is located right on the original Macleod Trail, only a few minutes from historic "The Leavings." This original Mounted Police Post, Indian Village and stopping-off place for stages and oxen freight trains is only ruins today, but gives you an on-the-spot look at Alberta history. And incidentally, you just haven't known good food until you enjoy one of the Driftwillow Ranch meals.

Claresholm — Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere — Claresholm is one of Canada's major ranching centres. Ask anyone — they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

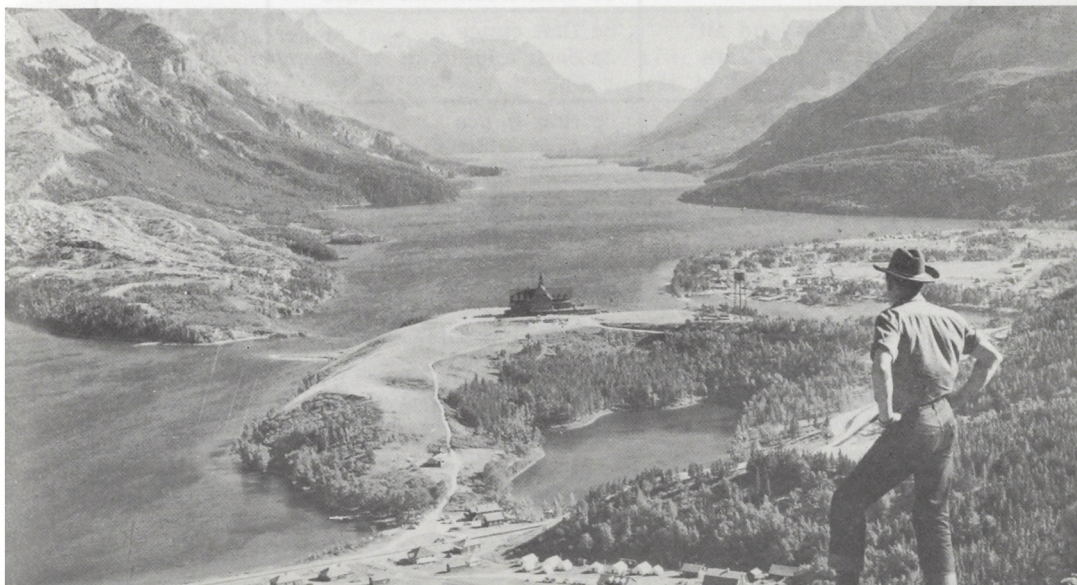
Fort Macleod — Founded by the original Royal North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest

history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds, excellent facilities also available at all times.

Cardston — The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds too.

Waterton Lakes — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping all available in Waterton Lakes.

The Serene Beauty of Waterton Lakes



Enjoy Our City!



Calgary enjoys its visitors and consequently visitors enjoy Calgary!

Vastly expanded facilities in our City have drawn tourists and convention delegates from all over the world. The C.T.C.A.'s prime objective is to sell Calgary to an even wider market — to encourage every possible prospect to see for himself what this energetic and warm-hearted Western City has to offer in the way of hospitality. To provide information to encourage them to come to Calgary, and to organize information centres to keep informed on arrival, is a big job but one this Association is qualified to handle.

We look to broader horizons of endeavor in 1961 and I am confident, with the support of a fine Executive and an expanded Board of Directors, we will take a "giant step" toward our objective.

E. A. LOCKE
President,
Calgary Tourist & Convention Association

Calgary, Alberta
March 9, 1961



Visitors to Canada are reminded that Canadian Postage Stamps must be used on all mail posted in Canada.

POSTAGE RATES

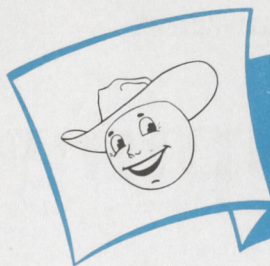
	Letters	Post Cards
Canada	Local Delivery	4¢ each
	Other Offices	4¢ each
United States, and all other places in North and South America	5¢ first ounce 3¢ each additional ounce	4¢ each
Great Britain, the Commonwealth, France and Spain	5¢ first ounce 3¢ each additional ounce	4¢ each
Other Countries	6¢ first ounce 4¢ each additional ounce	4¢ each

AIR MAIL Letters and Post Cards to UNITED STATES

7¢ for the first ounce; 5¢ for each additional ounce, or fraction of an ounce.

For rates of Postage on other classes of mail, please enquire at the Local Post Office. The Postmaster will be only too pleased to assist you.

CANADA POST OFFICE



Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

BOTTLE SALES (Liquor, wines, beer)

Available through government-controlled outlets only. Locations and hours listed below.

LICENSED

The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

Licensed Premises or Tavern — Beer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

Licensed Lounge — Usually indicates premises where full cocktail facilities are available.

Dining Lounge — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

BEER SALES

Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as mentioned above, at all premises showing the sign, LICENSED.

Sorry if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours, of course) call AM 9-1677 and we'll be happy to explain the situation.

LIQUOR STORES

(Bottle Sales Only)

SOUTH

6433 Macleod Trail
10:00 A.M. to 11:30 P.M.
Monday to Saturday Inclusive

WEST

3919 Richmond Road
10:30 A.M. to 11:30 P.M.
Monday to Saturday Inclusive

EAST

914 - 11th Street S.E.
10:30 A.M. to 11:30 P.M.
Closed All Day Thursday

NORTH

1716 Centre Street N.
10:30 A.M. to 11:30 P.M.
Monday to Saturday Inclusive

SOUTH WEST

1140 - 17th Avenue S.W.
10:30 A.M. to 11:30 P.M.
Closed All Day Monday

CENTRAL

826 - 5th Street W.
10:30 A.M. to 11:30 P.M.
Closed All Day Wednesday

NORTH WEST

1838 - 14th Avenue N.W.
10:30 A.M. to 11:30 P.M.
Monday to Saturday Inclusive

Visitors' Shopping Headquarters

Calgary Shopping Centre!



LOCATED ON THE TRANS-CANADA HIGHWAY
BETWEEN 14th STREET AND 19th STREET NORTH WEST

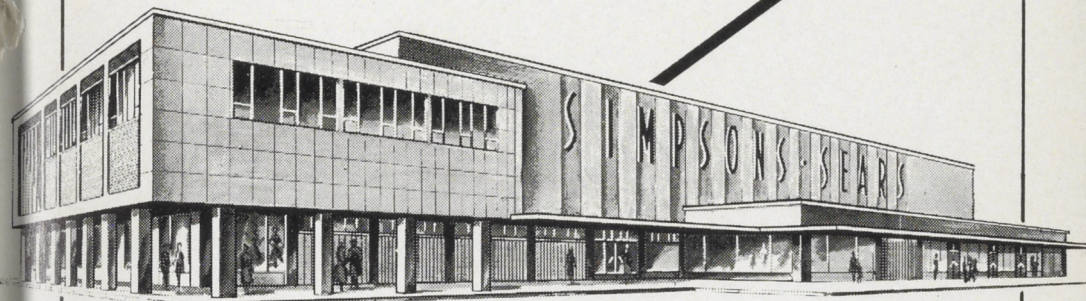
45 STORES and
SERVICES

For Complete One-Stop Shopping

Free Parking for 2500 Cars

SIMPSON-SEARS

"The Friendliest Store in Town"



Brand Names You Can Depend On

KENMORE

CRAFTSMAN

HARMONY
HOUSE

ALLSTATE

SILVERTONE

HOMART

TRADITION

DAVID
BRADLEY

KINGSWAY

KERRYBROOKE

CHARMODE

COLDSPOT

MAID OF
HONOR

HONEYLANE

HONEYSUCKLE

BOYVILLE

WEARMASTER

J. C.
HIGGINS

BILTWEL

HAPPITIME

Satisfaction or Money Refunded



Visit the Calgary Aquarium — FISH HATCHERY AND CALGARY BREWERY GARDENS

The Calgary Brewing & Malting Co. Ltd. — one of Alberta's oldest independent firms — has prepared this beauty spot for your pleasure. Located at 9th Avenue and 15th Street S.E., near the Zoo.

Spend a quiet hour or two here in the beautiful gardens where flowers blossom beside cool streams and fat brown trout glide through pools freckled with sunshine. Or tour the unique feature of the prairies —

Western Canada's only inland aquarium — where hundreds of species of tropical and marine life are on display. See the provincial Fish Hatchery which occupies an adjoining building, and which has produced nearly 100 million fish fry and fingerlings for planting in Alberta waters. You may also join the regular inspection tours of the Calgary Brewing and Malting Company plant and sample the pure underground spring water used exclusively in the manufacture of Calgary refreshment.

*The West's
Most Respected Name
in Refreshment
Since 1892*



CALGARY BREWING & MALTING CO. LTD.
CALGARY EDMONTON